JANUARY 3, 1955

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BROADCASTING TELECASTING

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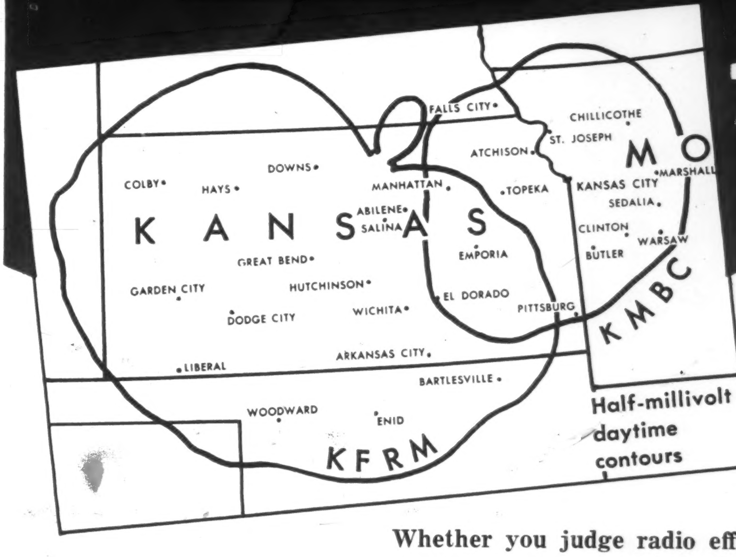
24TH year

THE NEWSWEEKLY
OF RADIO AND TV

The KMBC-KFRM Radio TEAM

1st in the Heart of America


FALLS CITY
CHILLICOTHE
ST. JOSEPH
ATCHISON
MO
MARSHALL
COLBY
HAYS
DOWNS
MANHATTAN
TOPEKA
KANSAS CITY
SEDALIA
ABILENE
SALINA
KANSAS
CLINTON
WARSAW
BUTLER
GREAT BEND
EMPORIA
GARDEN CITY
HUTCHINSON
EL DORADO
PITTSBURG
DODGE CITY
WICHITA
KMBC
LIBERAL
ARKANSAS CITY
BARTLESVILLE
WOODWARD
ENID
KFRM
Half-millivolt daytime contours

KMBC of Kansas City serves 83 counties in western Missouri and eastern Kansas. Four counties (Jackson and Clay in Missouri, Johnson and Wyandotte in Kansas) comprise the greater Kansas City metropolitan trading area, ranked 15th nationally in retail sales. A bonus to KMBC, KFRM, serving the state of Kansas, puts your selling message into the high-income homes of Kansas, sixth richest agricultural state.

Whether you judge radio effectiveness by coverage pattern, audience rating or actual cash register results, you'll find that the Team leads the parade in every category.

It pays to go first-class when you go into the great Heart of America market. Get with the KMBC-KFRM Radio Team and get real pulling power! See your Free & Peters Colonel for choice availabilities.

FREE & PETERS, INC.
Exclusive National Representatives

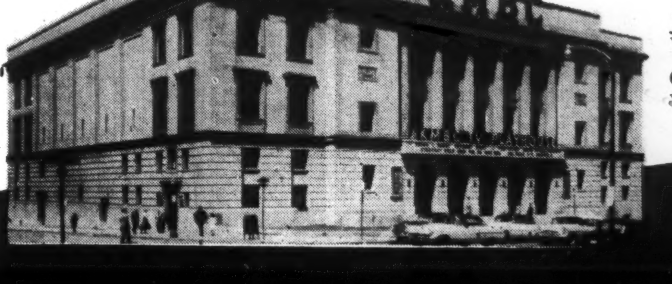
The KMBC - KFRM Radio TEAM — 1st in the Heart of America
of KANSAS CITY — *for the* STATE *of* KANSAS

Basic CBS Radio

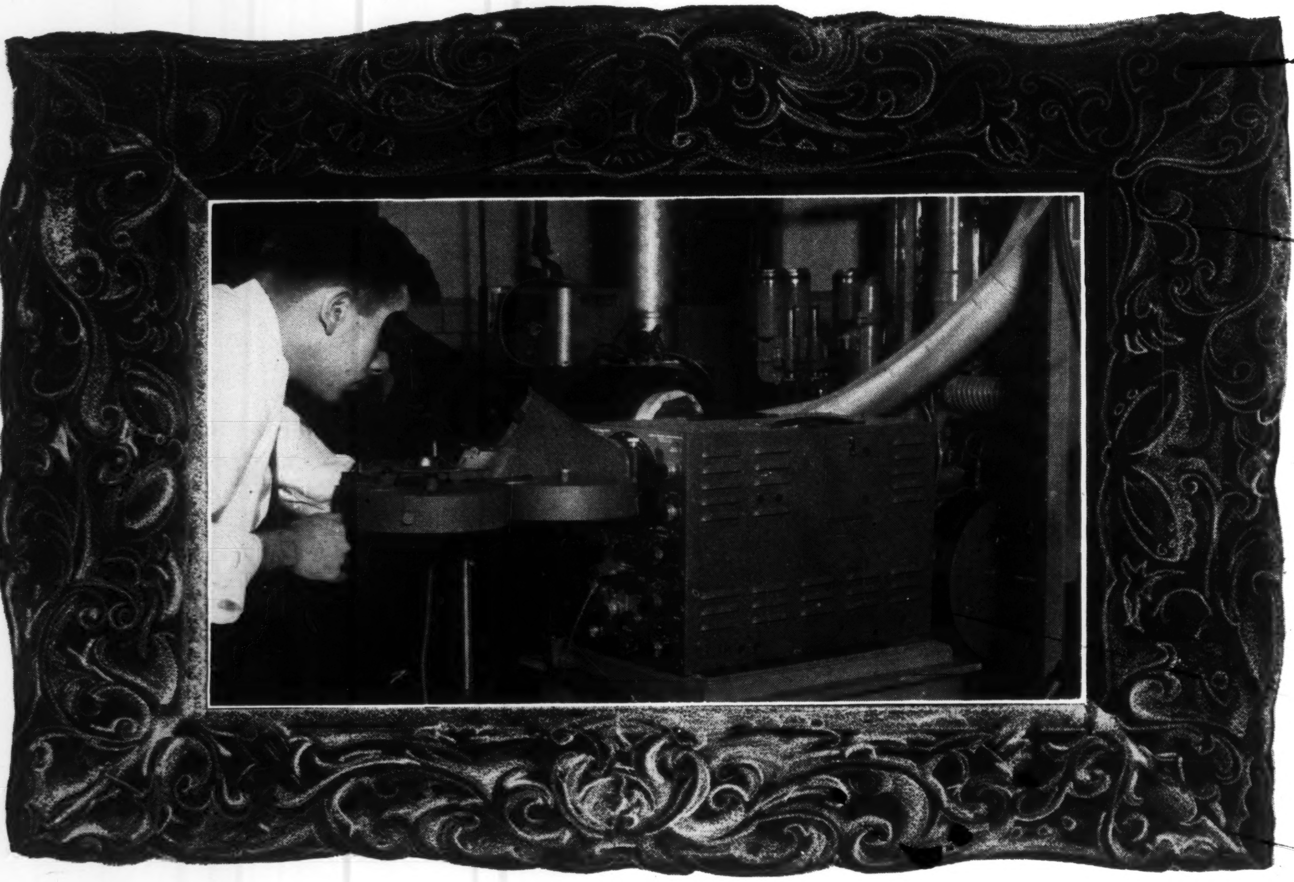
DON DAVIS
Vice President

JOHN SCHILLING
Vice President and General Manager

GEORGE HIGGINS
Vice President and Sales Manager



CBS



ESSO STANDARD OIL COMPANY

Traditionally in the Public Confidence . . .

Esso products are taken for granted by American motorists. It's the public's way of expressing complete confidence in Esso service and products. In many respects, this is a high form of tribute paid to Esso's men of science. Petroleum scientists and skilled laboratory technicians, assisted by the most modern scientific equipment, search out the answers to problem-free motoring and improved car performance. Havens & Martin, Inc., Stations have their specialists, too, devoted to turning ideas into sales for advertisers on WMBG-WCOD-WTVR. Programming research and vigorous imagination, tested by audience reaction, have built up a large and responsive following throughout Virginia on Richmond's only complete broadcasting institution, WMBG-AM, WCOD-FM and WTVR-TV. Join with confidence the First Stations of Virginia for your advertising needs in one of the South's richest areas.

PIONEER NBC OUTLETS FOR VIRGINIA'S FIRST MARKET

WMBG AM **WCOD** FM **WTVR** TV

MAXIMUM POWER 100,000 WATTS • MAXIMUM HEIGHT 1049 FEET

WTVR Represented Nationally by BLAIR TV, INC.
WMBG Represented Nationally by THE BOLLING CO.

WTVR
RICHMOND VA.
HAVENS & MARTIN INC.
CHANNEL 6
the South's first television station

316,000 WATTS

KEYD-TV

FOSHAY
FOSHAY
Channel...

keyd to the great

MINNEAPOLIS

and ST. PAUL

market

Now You Can Buy

MAXIMUM COVERAGE AT MINIMUM COST

KEYD-TV is "keyd" to low cost selling of this rich metropolitan and rural market—a 62 county area of over 480,000 TV families, including large cities and suburbs, prosperous towns, and most of Minnesota's richest farming area. Minneapolis-St. Paul's new 316,000 watt Channel 9 station, will begin telecasting on January 9th. KEYD-TV will have Dumont network, augmented by top films and news and sports programs "keyd" to local interest. A complete RCA installation, the newest, most modern drive-in studios, complete remote equipment, and a maximum power transmitter, located in the Foshay Tower, will assure the best in TV production and reception.

On January 9 the *Upper Midwest* will be tuning to... KEYD TV 9

Ask Your H-R Representative About KEYD-TV's "Incentive" Rates.

KRLD...Dallas' No. 1 push-button station

38 OUT OF 39

New car dealers tune all push-button radios to KRLD... because of popular demand.

KRLD'S TREMENDOUS PUSH-BUTTON AUTOMOBILE RADIO AUDIENCE... TOO BIG TO BE OVERLOOKED...

424,412 automobiles are registered in Dallas and Tarrant Counties alone...

More than nine-out-of-ten post war autos are now radio-equipped
(BAB ... 1953)

KRLD	38
Station B	37
Station C	22
Ind. Station D	18
Ind. Station E	17
Ind. Station F	13
Ind. Station G	8
Ind. Station H	5
Station I	1
Ind. Station J	1
Ind. Station K	1

"The World's Greatest Names and Shows"

EXCLUSIVE CBS OUTLET FOR THE DALLAS AND FORT WORTH AREA

KRLD
50,000 Watts

OWNERS AND OPERATORS OF KRLD-TV, CHANNEL 4, MAXIMUM POWER

THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE

THE DALLAS TIMES HERALD STATIONS

Exclusive Representative: THE BRANHAM COMPANY

John W. Runyon, *Chairman of the Board* — Clyde W. Rembert, *President*

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closed circuit.®

TWO PROBES SET • There definitely will be two investigations in electronics-broadcast field during 84th Congress which gets underway this week. Incoming Chairmen Magnuson (Wash.) and Kilgore (W. Va.), it's learned, have agreed substantially on areas of activity for respective Interstate & Foreign Commerce and Judiciary committees (see story page 44). Magnuson group will cover revision of Communications Act of 1934 to ascertain if changes are needed. Kilgore group will confine itself to "monopoly" aspects of manufacturing company ownership of networks and stations, newspaper ownership of radio or tv stations and radio station ownership of tv.

B•T

MOVE to standardize forms used by stations and their representatives to submit availabilities to timebuyers is being activated by American Assn. of Advertising Agencies. On AAAA futures books for some time, project was urged publicly by Ruth Jones, broadcast supervisor of Compton Adv., at time buying and selling seminar few weeks ago, endorsed by Frank E. Pellegrin, H-R Representatives vice president, and moved into AAAA channels through Frank Silvernail, BBDO radio-tv manager and chairman of AAAA radio-tv committee.

B•T

SABOTAGE INVESTIGATED • Unless FCC investigators can get better cooperation from technicians involved in alleged sabotage of equipment at KPIX (TV) San Francisco coincident with NABET strike, Commission may call prompt public hearing, issue subpoenas and put principals under oath, subject to perjury and other sanctions. Aside from suspending operator licenses, FCC could recommend Justice Dept. criminal action against all guilty parties (whether licensed operators or not) with conviction meaning fines up to $10,000 and imprisonment of two years.

B•T

MANIE SACKS, RCA-NBC's "triple-threat" vice president, will perform on all three fronts—staff vice president of RCA, executive of RCA recording activities and vice president of NBC handling liaison on talent and other executive programming activities—despite reports to contrary. Mr. Sacks is reported fully recovered from recent illness.

B•T

TOLL TV • One of major moves of FCC in early 1955 will be invitation looking toward rule-making procedure on subscription television. All interested parties, it's understood, will be asked to comment on whys and wherefores of toll tv, with replies probably to be requested in 60 days. Action may come during week of Jan. 10.

B•T

SHOULD THERE be single or multiple systems of subscription tv if service is authorized at all? That's one of problems which already has arisen. Single system would connote monopoly. Multiple systems would mean public would have to have individual gadgets for each type of service—which would be expensive and unwieldy. At least one experimenter feels he would rather lose than have FCC approve several different systems.

B•T

MILLION NOT ENOUGH • Negotiations for purchase of ch. 9 WNCT (TV) Greenville, N. C., for over $1 million by James W. Coan and associates (WTOB-AM-TV Winston-Salem, N. C., and WOTV [TV] Richmond, Va.) failed when WNCT stockholders turned down offer. WNCT owners include Earl Westbrook (WGTC Greenville), Josh Horne *(Rocky Mt. Telegram)* and Herbert Brauff *(Wilson Times)*. WTOB-TV operates on ch. 26; WOTV permit is for ch. 29.

B•T

SEN. MAGNUSON, who takes over chairmanship of Senate Interstate & Foreign Commerce Committee at new session this week, has more than smattering of broadcasting station knowledge. He has been minority stockholder in KIRO Seattle (3.2%) for many years but never has been active in operation or policy, which is under direction of Saul Haas, president-general manager and majority stockholder.

B•T

LOTTERY QUESTION • Quizzed by FCC on its bingo-type show, *Play Marco,* KTLA (TV) Hollywood advised Commission late last week it would submit detailed reply as soon as legal issues are resolved [CLOSED CIRCUIT, Dec. 13, 1954]. Station is expected to hold to view show hasn't consideration element, hence avoids lottery stigma.

B•T

UNUSUAL SITUATION, whereby Hoyt Andres, assistant general manager of WKY-AM-TV Oklahoma City, takes leave of absence to direct WSFA-AM-TV Montgomery because of serious illness of David E. Dunn, part-owner and general manager, negotiated last week with implied acquiescence of FCC. Sale of WSFA properties to WKY for $562,597.90 now is pending FCC approval. Mr. Dunn suffered heart attack last week after WSFA-TV had debuted Christmas day. FCC officials informally indicated in view of circumstances it would not question move of Mr. Andres, slated to become general manager under WKY ownership, assuming direction of WSFA-AM-TV if he severed connections with WKY-AM-TV and operated Montgomery properties under direction of its present rather than proposed new ownership.

BA&H AT WORK AGAIN • Announcement by DuMont of its cutback in live network activity [B•T, Dec. 6, 1954, and see page 27 this issue] coincides with disclosure that Booz, Allen & Hamilton, management concern, is making survey of overall DuMont activities. BA&H has considerable background in management evaluation, having made initial survey of NBC several years ago and later ones for Storer Broadcasting Co. and Evening Star Broadcasting Co. (WMAL-AM-FM-TV) Washington.

B•T

WILL GEORGE ARNOLD, son of Thurmond Arnold, former assistant attorney-general in charge of anti-trust, and son-in-law of Drew Pearson, become identified with Senate Judiciary Committee in its projected investigation of purported monopoly in electronics-broadcasting fields? Sen. Harley M. Kilgore (D-W. Va.) who becomes chairman of Judiciary Committee under Democratic auspices, conferred last week with young Arnold and Drew Pearson, presumably in connection with committee activities. Mr. Arnold, Democrat, was defeated in Congressional elections in California last November.

B•T

MAP MAKERS • Problem of making up coverage maps for Bricker probe of tv networks and uhf-vhf has been partly solved by FCC staff in asking 363 vhf stations to send in celluloid patterns showing coverage, scaled 40 miles to inch (story page 44). Commission engineers then can use discs for many maps, cutting workload. FCC itself, however, will plot contours of 248 uhf, 17 educational stations and 55 proposed outlets now in hearing status.

B•T

DESPITE shortcuts on tv contour mapping job for Bricker group, FCC estimates job will take two months with present staff. Speedup raises budget problem of shifting engineers from other work, delaying normal am-tv processing, or paying for overtime. Project master is Hart Cowperthwait, tv allocation expert, now chief of Rules and Standards Division.

B•T

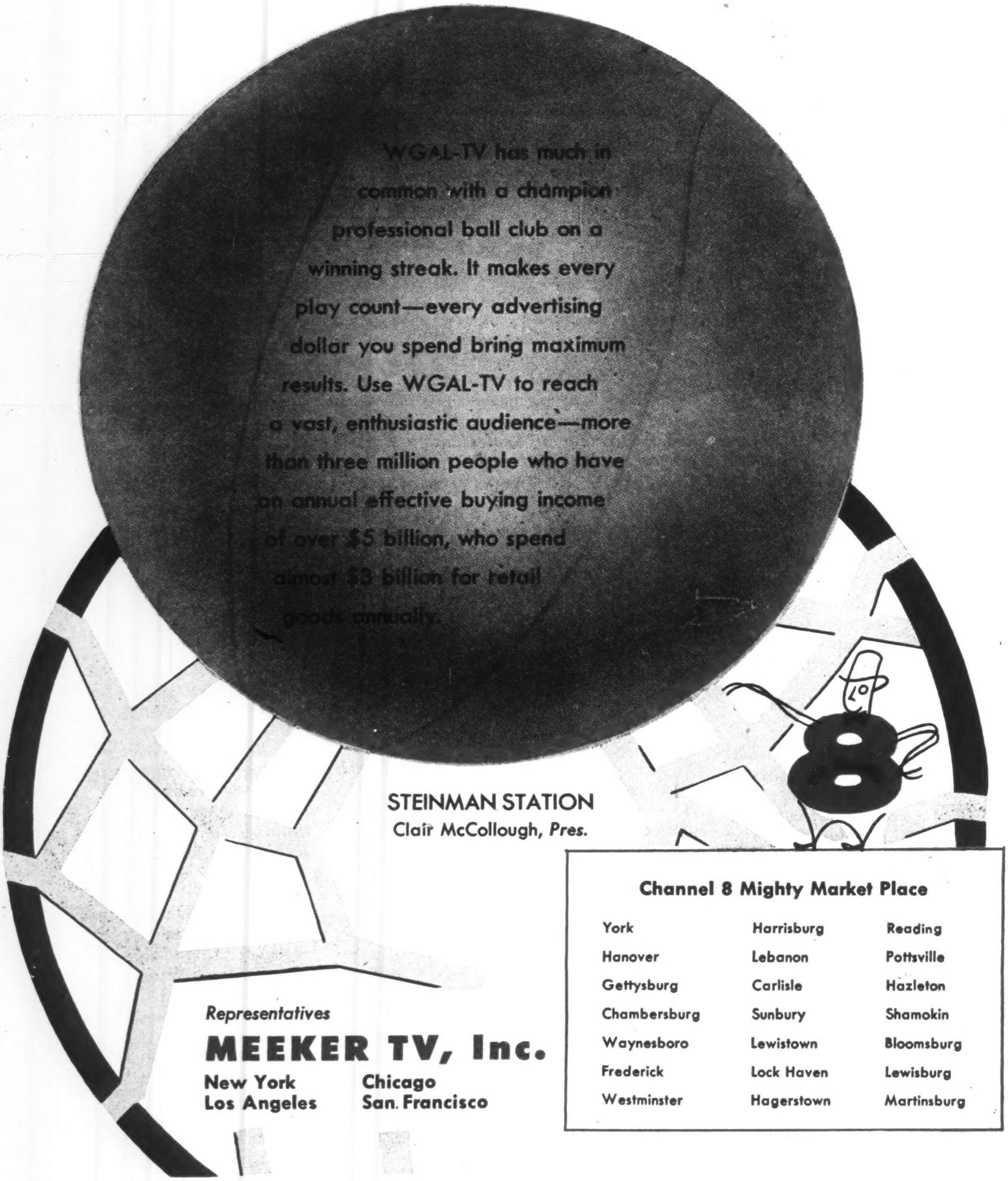
SPOT BILLINGS • Gap in radio statistics may be filled by proposed "spot radio register" using station reports as basis for regular compilations of billings in spot radio. N. C. (Duke) Rorabaugh, publisher of *Rorabaugh Reports* on tv spot placements, and James M. Boerst, who took over Rorabaugh reports on radio spot advertising few years ago, planning new radio billings report. It would follow Rorabaugh tv pattern of gathering information from stations direct instead of getting it from agencies which are often under clients' orders to keep quiet.

you score again and again

WGAL-TV

NBC • CBS
DUMONT

LANCASTER, PA.



WGAL-TV has much in common with a champion professional ball club on a winning streak. It makes every play count—every advertising dollar you spend bring maximum results. Use WGAL-TV to reach a vast, enthusiastic audience—more than three million people who have an annual effective buying income of over $5 billion, who spend almost $3 billion for retail goods annually.

STEINMAN STATION
Clair McCollough, *Pres.*

Channel 8 Mighty Market Place

York
Hanover
Gettysburg
Chambersburg
Waynesboro
Frederick
Westminster
Harrisburg
Lebanon
Carlisle
Sunbury
Lewistown
Lock Haven
Hagerstown
Reading
Pottsville
Hazleton
Shamokin
Bloomsburg
Lewisburg
Martinsburg

Representatives

MEEKER TV, Inc.

New York **Chicago**
Los Angeles **San Francisco**

at deadline

Budweiser Beer to Sponsor Damon Runyon Film Series

ANHEUSER-BUSCH, St. Louis (Budweiser beer), buying *Damon Runyon Theatre* filmed series from Screen Gems Inc., which will syndicate program in markets not used by Budweiser. Screen Gems will co-produce series, based on late author's short stories, with Normandie Productions, which controls Runyon works. Air date is April 15. General Artists Corp. represented Screen Gems in sale and negotiations with D'Arcy Adv., agency for Budweiser, while William Morris Agency represented Normandie.

Radio Shipments to Dealers Total 4,416,783 in 10 Months

SHIPMENTS of radio sets to dealers totaled 4,416,783 in first 10 months of 1954, according to Radio-Electronics-Tv Mfrs. Assn. Factories shipped 639,624 radios in October compared with 722,161 in September, five-week work month.

RETMA's radio shipment figures do not include auto sets, which move directly to auto factories.

State	Total	State	Total
Alabama	48,548	Nevada	4,716
Arizona	21,336	New Hampshire	11,999
Arkansas	28,770	New Jersey	219,270
California	340,655	New Mexico	12,868
Colorado	28,035	New York	749,764
Connecticut	80,603	North Carolina	79,094
Delaware	9,881	North Dakota	12,647
District of Columbia	45,388	Ohio	263,336
Florida	96,187	Oklahoma	40,115
Georgia	78,448	Oregon	28,032
Idaho	9,419	Pennsylvania	312,816
Illinois	310,623	Rhode Island	25,429
Indiana	83,638	South Carolina	34,741
Iowa	52,076	South Dakota	13,682
Kansas	35,491	Tennessee	61,006
Kentucky	51,012	Texas	195,461
Louisiana	60,038	Utah	14,323
Maine	21,176	Vermont	7,271
Maryland	76,775	Virginia	66,446
Massachusetts	175,573	Washington	61,826
Michigan	189,744	West Virginia	27,811
Minnesota	63,932	Wisconsin	89,144
Mississippi	29,535	Wyoming	5,456
Missouri	102,197		
Montana	13,013		
Nebraska	27,437	GRAND TOTAL	4,416,783

Westinghouse Plans Session Of Key Radio Personnel

KEY personnel of Westinghouse Broadcasting Co.'s five radio stations to meet with WBC top officials in New York Thursday and Friday to review 1954 accomplishments and lay general plans for 1955. Chris J. Witting, WBC president, will preside over sessions, first national meeting of Westinghouse station executives to be limited to radio.

Speakers will include Eldon Campbell, national sales manager; David E. Partridge, national advertising and sales promotion director, and Richard Pack, national program director. Others slated to take part include Joseph E. Baudino, WBC executive vice president; Ralph N. Harmon, vice president for engineering; Gordon Hawkins, educational manager; J. O. Schertler, industrial relations manager; John F. Steen, legal counsel; John F. Hardesty, eastern sales manager; G. D. Tons, midwest sales manager; I. C. Ruby, auditor, and John J. Kelly, assistant advertising and sales promotion manager. Sessions will be at St. Regis Hotel. Similar meeting to be scheduled later for WBC tv station personnel.

FM SUIT SETTLED

FM PATENT suit brought by late Maj. Edwin H. Armstrong against RCA and NBC has been settled for approximately $1 million, Brig. Gen. David Sarnoff, board chairman of RCA and NBC, announced Thursday. Judge Philip J. McCook, originally appointed by U. S. District Court for District of Delaware to preside over pre-trial depositions in suit, acted as arbiter by agreement of RCA-NBC and estate of late Major Armstrong. Suit now has been dismissed by stipulation. Judge McCook said, "I believe that the amount fixed is fair, just and reasonable."

Tv Network Shows Gain, Radio Down for 11 Months

TOTAL radio-tv network gross time sales for 11 months, January through November 1954, were $413,027,841, with network tv compiling $286,648,222 and network radio $126,379,619, according to Publishers Information Bureau. Figures, released by PIB Thursday, showed combined radio-tv network total for same period in 1953 stood at $349,253,811.

PIB noted that in tables appearing below it used "adjustment factor of 1.817 in calculating gross time charges for those nighttime programs where ABC rate card No. 6 was in effect." PIB said it did this to "maintain continuity and comparability with previously published data."

Tables follow:

NETWORK RADIO

	Nov. 1954	Nov. 1953	Jan.-Nov. 1954	Jan.-Nov. 1953
ABC	$2,484,201	$2,798,532	$26,688,385	$26,971,954
CBS	4,397,245	5,404,281	49,971,925	56,826,894
MBS	1,540,523	2,090,007	18,682,726	21,030,808
NBC	2,926,816	3,374,112	31,036,583	41,520,106
Total	$11,348,785	$13,666,932	$126,379,619	$146,349,762

NETWORK TELEVISION

	Nov. 1954	Nov. 1953	Jan.-Nov. 1954	Jan.-Nov. 1953
ABC	$4,134,103	$2,296,203	$30,718,266	$18,490,818
CBS	14,218,622	9,756,593	131,217,799	87,084,930
DuM	1,397,328	1,790,981	11,686,483	10,757,302
NBC	12,391,828	9,629,279	113,025,674	86,570,999
Total	$32,141,881	$23,573,056	$286,648,222	$202,904,049

DuMont Has Pro Rights

DuMONT Tv Network has purchased rights to telecast annual Pro Bowl game to be played Jan. 16 in Los Angeles, but spokesman said it has not been decided whether network actually will telecast game.

REPPLIER'S TOUR

THEODORE S. (Ted) REPPLIER, president of Advertising Council and its directing head since 1943, left Saturday for six-month world tour under fellowship awarded by Eisenhower Exchange Fellowships Inc. to study world-wide communications with emphasis on reaching minds of men with ideas. Accompanied by Mrs. Repplier, he will visit Japan, Hong Kong, Manila, Burma, Pakistan, India, Egypt, Italy, France, Germany and England. In his absence, Advertising Council will be under direction of Allan M. Wilson, vice president.

• BUSINESS BRIEFLY

CURTIS APPOINTS • Curtis Circulation Co., publishers of new magazine, *Tv Program Week*, to go on sale with first issue Wednesday, appoints BBDO, New York, for its advertising.

VANILLA SPOTS • Burnett-Vanilla, American Home Foods, New York, through Geyer Inc., New York, preparing radio spot announcement campaign to start Jan. 14 in about dozen markets for 13 weeks.

BIRDSEYE PLACING • Birdseye Frozen Foods, New York (chicken pie), through Young & Rubicam, New York, placing radio spot announcement campaign in 16 markets starting Jan. 24 for eight weeks.

LEVER SUPPLEMENTS • Lever Bros. New York (Good Luck margarine), through Ogilvy, Benson & Mather, New York, supplementing its radio and tv network shows by spot campaign in 10 markets starting early in January for 26 weeks.

DuMont O&O Stations Show Increased Earnings for Year

ALL THREE stations owned by DuMont Television Network made money in 1954, Donald H. McGannon, general manager of DuMont's o&o Stations Div., reported Thursday in yearend statement. He said stations—WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh (which has been sold to Westinghouse subject to FCC approval) —reported average increase of 16% in billing as compared to 1953 and comparable composite increases in profit.

General Manager George BarenBregge said WABD's 1954 billing was 18% ahead of 1953 and station served 345 sponsors this year as compared to 287 last year. General Manager Leslie G. Arries Jr. said WTTG (TV) Washington stepped up number of local accounts to more than any two other Washington stations during year, and scored billing gain of 20%. General Manager Harold Lund of WDTV (TV) Pittsburgh, said station pushed its billing up through sponsor increase from 650 to 785.

Two Wilkes-Barre Stations Ready for Megawatt Service

TWO million-watt stations were set to operate at Wilkes-Barre, Pa., this week. As of Thursday night, ch. 28 WBRE-TV was poised to begin regular broadcasts with full 1,000 kw power and competitor ch. 34 WILK-TV was planning to start its 1,000 kw early this week.

WBRE-TV's full power operation has been held up by winter weather which delayed installation of new 45-gain antenna atop Wyoming Mt. Tower was installed and final connections made last Thursday. Entire WBRE-TV installation, including two 12.5 kw transmitters, is RCA, with installation under supervision of Chief Engineer Charles Sakoski Sr.

WILK-TV's installation uses GE equipment, including 45 kw transmitter and 25-gain helical antenna. This has been installed and at week's end was awaiting completion of final linkage. WILK-TV installation was done by Chief Engineer Theodore French and crew.

CRACKIN' GOOD!

You get to the meat of the market *quicker* when you tell your sales story on the station they tune to most often

WJBK-TV Detroit

If you've got a tough nut to crack in this rich midwest area, go after those sales with WJBK-TV's 100,000 watt power, 1,057 ft. tower, top CBS and local programming and commanding Channel 2 dial position.

A STORER STATION

Represented Nationally by THE KATZ AGENCY

National Sales Director, TOM HARKER, 118 E. 57th, New York 22, ELDORADO 5-7690

at deadline

FCC Chairman Advocates Minimum Regulation Policy

MINIMUM regulation of business is his basic philosophy, FCC Chairman George C. McConnaughey told Southern California Broadcasters Assn. Thursday at annual yearend meeting in Los Angeles. Noting "bureaucracy is as old as government itself," FCC chairman said problem "has always been and still is, to keep government within its proper bounds." Concerning broadcasting he said:

> Regulation as applied to communication services in the radio and television field has been by Act of Congress, with certain limitations, properly left in the hands of the folks who obtain licenses from the FCC. That is as it should be because you are operating in a field of competitive enterprise. That being the case, when you are given a license by your Government, you are charged with a tremendous public responsibility. I know of no form of business in this country which is more impressed with a public trust than the people who obtain licenses to operate communication services by the media of radio and television. There have been and still are abuses of this public trust; however, considering the fact that you are a relatively new industry you have made great strides of progress in rendering this service to the public. But there is just one thought that I hope I can impress upon you today and that is to ever keep in mind the grave responsibility that rests in your hands of rendering a wholesome service to the public.
>
> On the side of the regulators—in this case the FCC—we, being an arm of the Congress, likewise have imposed upon us grave responsibilities to see to it that you carry on your operations in the public interest.

WTRI Considering Policy On FCC Denial of Stay

WITH CBS-TV affiliation at stake in Albany, N. Y., WTRI (TV) that city was considering at week's end whether to appeal FCC's order denying its request for stay of grant to sale of WROW-AM-TV same city to Lowell Thomas and associates [B•T, Dec. 27, Nov. 8, 1954]. FCC on Thursday ordered Jan. 24 oral argument on WTRI allegations that $298,800 purchase of WROW properties by Mr. Thomas violated Commission policy relating to station ownership by network personnel and whether any understanding between new WROW owners and CBS violated anti-trust laws.

FCC also said regular hearing before examiner would be held later on WTRI charges that full disclosure of Mr. Thomas' relationship to CBS was not made, nor were there disclosed agreements regarding CBS affiliation. It was also reported CBS announced Thursday it was switching its affiliation Feb. 1 from WTRI to WROW-TV. Both are uhf outlets. WROW has request pending before FCC to allocate ch. 10 to Vails Mills, N. Y.

FCC Annual Report Shows Tv Interference Problem

FCC's 20th annual report, for fiscal year ending June 30, 1954, released by Commission yesterday (Sunday), shows growth of field and regulatory problems over two decades, highlighted by rapid recent development of tv. In 1934 FCC governed 51,000 stations of all kinds while commercial and operator licenses totaled less than 67,000. In 1954, number of radio authorizations exceeded 1.2 million while operator permits totaled 960,000.

Tv interference complaints continued to be major share of field engineering workload although cooperative committees in 351 communities have effected reduction in complaint total, FCC said. Of 18,037 complaints in fiscal 1954 (21,749 in '53), 16,089 concerned am, fm and tv, mostly latter (21,749 in '53). One tv set booster in Beaumont, Tex., interfered with estimated 3,000 sets in six-mile radius, FCC noted. Defective master antenna at Buffalo apartment produced interference signal stronger that local tv station itself.

COLOR EXPANSION

MORE than 47,000 channel miles of tv inter-city circuits were re-engineered to carry color tv to 139 stations in 101 cities in 1954, AT&T Long Lines Dept. said today in yearend statement. Year ago Jan. 1, first colorcast carried Pasadena "Tournament of Roses" to 18 cities cross-continent.

During 1954, report said, more than 20,000 additional channel miles were added to black-and-white tv facilities, bringing total to about 69,000 miles; added 102 tv stations in 75 cities to roster of inter-connected stations, bringing total to 360 stations in 234 cities (including three added Jan. 1).

Tv Technical Staff Cut In Realignment by NBC

SOME "30 to 40" tv engineers and technicians were dismissed by NBC at year's end in what was said to be "streamlining and realignment" of certain divisions in engineering department. Primary reason for personnel cutback appeared to be reduced activity by engineering department's technical development group, which devises special electronic apparatus needed in program operations.

Robert W. Shelby, NBC vice president and chief engineer, noted that year ago, NBC had several "high-pressure color projects to rush through in the technical development group, but that has slacked off." Spokesman for National Assn. of Broadcast Employes & Technicians (CIO), with which NBC has contract, said personnel reduction pointed up "gloomy employment picture" at radio and tv networks.

New Line of DuMont Sets Includes Optional Radio

ALLEN B. DUMONT LABS will unveil three new tv receivers with standard broadcast radios optional, at Chicago's American Furniture Mart today (Monday). Inclusion of radio receivers with tv set adds $30 to list price, according to DuMont.

William H. Kelley, vice president and general manager of firm, said DuMont expects that high percentage of its future tv set sales would include radios.

Motorola Tv Sales Near Peak

MOTOROLA Inc. sales hit nearly $200 million in 1954 and were second highest in its history, it was reported Thursday by Paul V. Galvin, president. He predicted tv receiver sales would hit 6.6 million and radio units 6.5 million in 1955. Firm introduced 1955 line of 28 tv receivers at distributors meeting in Chicago, ranging in price from $139.95 for 17-inch table model to $399.95 for 24-inch console.

PEOPLE

V. R. YOUNG, manager of Fort Worth office of Graybar Electric Co., New York, promoted to district sales manager with headquarters in Dallas. **C. C. ROSS,** manager of communications sales at Dallas, named to succeed Mr. Young as Fort Worth manager. **H. J. FRANTZ,** sales manager at Graybar's Austin office and warehouse, appointed manager at Austin.

HILLY ROSE, formerly with Raymond E. Nelson Agency and advertising-promotion manager of Fullerton Steel & Wire Co., to creative staff of Kling Film Productions, Chicago.

ROBERT H. BOLLING, vice president and treasurer of Bolling Co., station representation firm, and Mrs. Sally MacDonald were married Thursday morning at St. Mary's Roman Catholic Church, Roslyn, Long Island.

VINCENT WASILEWSKI, NARTB chief attorney, father of girl, his second child.

GE Plans Radio-Tv Center, Including Color Studios

APPROVAL of plans for $2 million radio-tv center to house operations of General Electric's WGY-WRGB (TV) Schenectady, announced Thursday by R. B. Hanna Jr., manager, GE's broadcasting stations dept. Center will have nation's first tv studios designed specifically for color tv facilities, he said.

Occupancy of building is expected in about year, although ground-breaking date has not yet been announced. Building will contain three tv and two radio studios. Largest studio, auditorium seating 300 persons, will be equipped for audience participation shows and able to accommodate full symphony orchestra or moving automobile.

Master control room, with area of more than 4,000 square feet, will be located in center of studio's arrangement, providing control of both radio and tv operations. New center will be located in heart of stations' broadcast coverage area of 14,000 square miles, serving Schenectady, Albany and Troy.

Raytheon Plans Increase In Tv Receiver Output

RAYTHEON MFG. Co. plans to increase output of both monochrome and color receivers, with latter to account for "substantial part" of production in 1955, Henry F. Argento, vice president and general manager of firm's tv-radio operations, reported Thursday.

He predicted industry total of 6.5 million monochrome sets this year, with emphasis on lower-priced receivers and high-cost sets giving way to increased volume of color tv units. He prophesied production of between 300,000 and 400,000 color models by fall of 1955, largely in 21-inch screen size. He said original urban tv set market is not saturated and "huge" second-set and replacement market has matured.

Raytheon reports earnings for first six months of fiscal year, ended Nov. 30, 1954, of $2,396,000 on sales of $93,007,000 after provision of $2,150,000 for federal taxes. This was said to represent increase of 14.5% in billings, 21% in earnings before taxes, and 46% in earnings after taxes, compared with similar period of previous fiscal year.

Burrough Matthews Dies

BURROUGH MATTHEWS, 61, editor of *Buffalo Courier-Express* (WEBR Buffalo), died Thursday after two weeks illness. Mr. Matthews headed SHAEF press headquarters during World War II.

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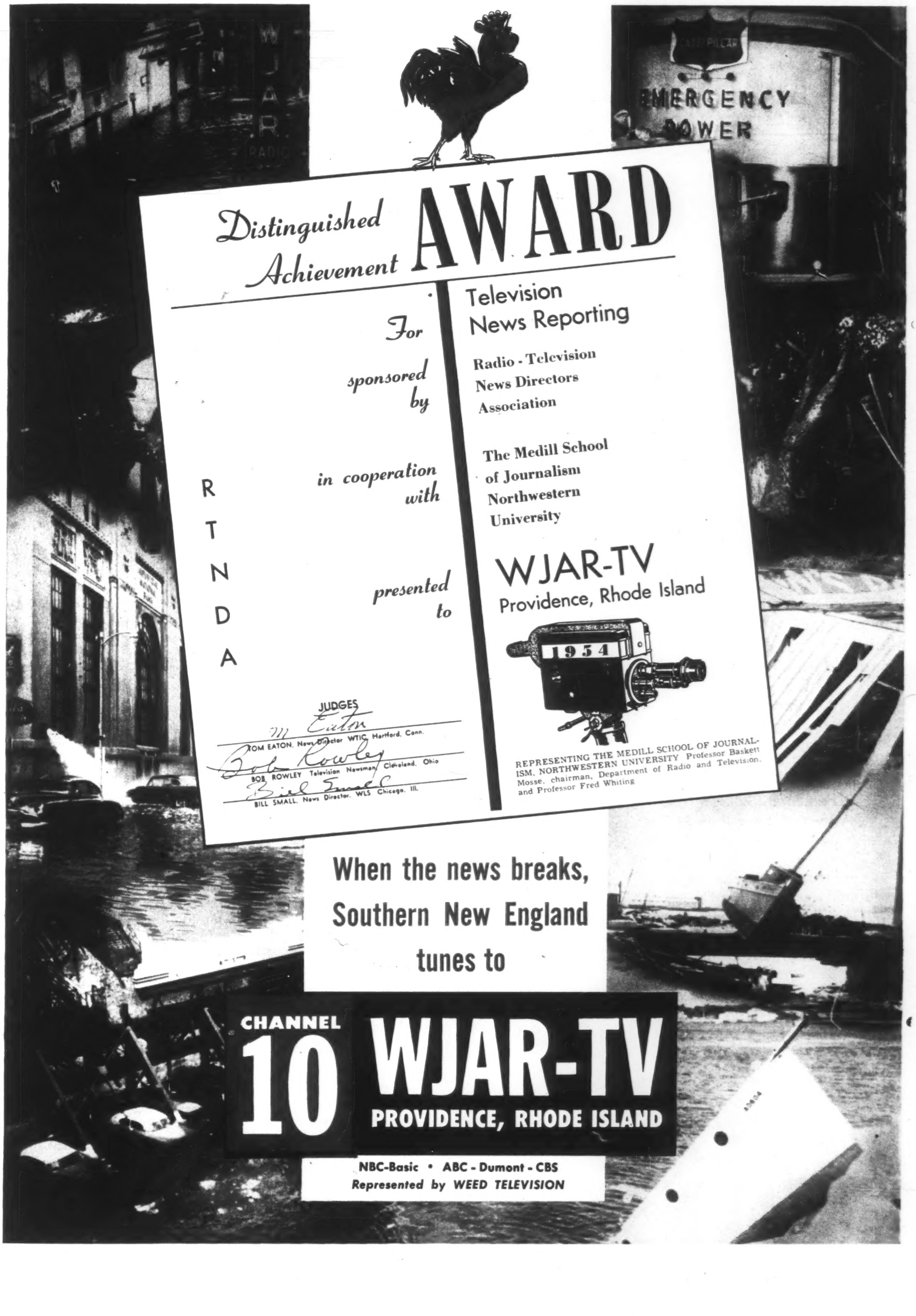

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For Television News Reporting

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presented to WJAR-TV Providence, Rhode Island

R T N D A

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Bob Rowley
BOB ROWLEY Television Newsman, Cleveland, Ohio

Bill Small
BILL SMALL, News Director, WLS Chicago, Ill.

REPRESENTING THE MEDILL SCHOOL OF JOURNALISM, NORTHWESTERN UNIVERSITY Professor Baskett Mosse, chairman, Department of Radio and Television, and Professor Fred Whiting

When the news breaks, Southern New England tunes to

CHANNEL 10 **WJAR-TV**
PROVIDENCE, RHODE ISLAND

NBC-Basic • ABC - Dumont - CBS
Represented by WEED TELEVISION

EVEN GILBERT AND SULLIVAN WATCH

W·H·E·N TV

GILBERT and SULLIVAN
CLOSED
WHEN TV

And so do their sisters, their cousins and their aunts, not to mention their sons and daughters and old family retainers.

Better than a front seat on opening night — that's the way the folks of both Gilbert and Sullivan, N. Y., feel about Channel 8. And Gilbert and Sullivan are but two of more than 250 communities in upstate New York who find first night excitement every night in the week on WHEN-TV. They feel like true monarchs of the "see."

Want to tread the boards in a theatre that always has an overflow audience? Join the WHEN-TV troupe of wandering minstrels.

SEE YOUR NEAREST KATZ AGENCY

Everybody WATCHES W·H·E·N TV

CBS
ABC
DUMONT

A
MEREDITH
STATION

CHANNEL 8

SYRACUSE, N.Y.

IN REVIEW

COLGATE COMEDY HOUR

THOSE teetering on the brink of middle age must constantly fight against the temptation to color the past in hues brighter than life. All of which is one way of saying that the delayed return of the highly entertaining team of Dean Martin and Jerry Lewis to the Dec. 19 NBC-TV *Colgate Comedy Hour* didn't seem as sparkling and entertaining as many of their previous programs.

Certainly, no inference should be drawn that the show wasn't amusing and a generous cut above the standards set by previous *Comedy Hour* presentations this season. But it must be admitted that much of the comedy just didn't register, with Mr. Lewis unable to capitalize with his usual verve on an unfortunate surplus of flubbed lines and awkward pauses.

In justice, it should be explained that this is the first show for the pair in quite some time. Mr. Lewis has been sidelined with a succession of physical ailments, enough to try the hardiest of souls and to give delight to a writer for NBC-TV's *Medic*.

The other half of the team, Dean Martin, again proved himself a very able straight man, just the sort a comedian needs to bounce his humor off. Additionally, his relaxed and suave song delivery is a genuine asset to the *Comedy Hour*.

NOT AS SPARKLING AS BEFORE

A well-guarded pre-show secret was the identity of "Phil Abrams," scheduled as a guest star. Mr. Abrams, it turned out, was CBS' Jack Benny, visiting his old stamping grounds at NBC. Typical of the show's lack of bounce was the failure of *Comedy Hour* writers Artie Phillips and Harry Crane to give Mr. Benny any material really worthy of him.

Among the credits, several numbers by choreographer Nick Castle, especially "Swing Alley," proved most effective.

Perhaps the disappointment at the first Martin and Lewis *Comedy Hour* of this season is a compliment to them, for tv viewers have come to expect much from this pair. Based on past performances, their Dec. 19 debut might be explained as a temporary rustiness caused by their long lay-off. Should this prove correct, Ed Sullivan will have a serious run for his future Sunday night ratings. But a repetition of the Dec. 19 program isn't going to disturb either Mr. Sullivan or his ratings at all.

Production Costs: Approximately $75,000.

NBC-TV, Sunday, 8-9 p.m. PST. (four more programs for Martin & Lewis, on irregular schedule). Live origination from Hollywood.

Sponsored by Colgate Palmolive Co., through Ted Bates & Co.

Executive producer: Pete Barnum; unit production manager: Jerry Madden; producer-director: Ernest D. Glucksman; associate producer: Robert Henry; director: Alan (Bud) Yorkin; assistant director: Roy Montgomery.

Writers: Artie Phillips, Harry Crane; technical director: Joe Conn; costumes: Kate Drain Lawson; art director: Furth Ullman; musical director: Dick Stabile; lighting: Jim Kilgore.

Choreography: Nick Castle; make-up: Fred Williams.

HORIZONS

SEE YOUR doctor right away.

That's the theme and moral of *Horizons*, new Sunday evening series on ABC-TV and the latest of television's contributions to the medical education of the viewing public.

That's practically the commercial, too, for each of these quarter-hour programs stresses the necessity for visiting your family physician in all emergencies far more strongly than it does the products of its sponsor. The actual Ciba commercials are among the mildest in tv, purely institutional, with no sell at all, just citing a contribution to medical progress made in the Ciba laboratories and mentioning that Ciba also makes things for industry.

The time to see your doctor discussed on the Dec. 26th program is when old age is at hand. This telecast began with a drama: the family group—wife, son, daughter-in-law—waiting for father to come home from the store to join in an anniversary celebration. Father is late and later still. The family grows anxious. Then the bell. The door opens and father staggers in. He's had a dizzy spell; he had to come home in a taxi; he's got to sell the store and retire; he's all through; he's 67; he's an old man, with nothing to do but wait for death.

See a doctor? What's the use? When you're old, you're old and there's nothing anyone can do about it.

The drama faded from view and in its stead was Dr. Howard A. Rusk, director, Institute of Physical Medicine Rehabilitation, New York U. Bellevue Medical Center, who commented that this man really needed his doctor to help him adjust his activities to his aging body. "Age," said Dr. Rusk, "is physiological, not chronological." There is nothing magical in the number 65 and no real reason why that should be an arbitrary retirement age. People are different: some should go on working at 80; others should retire at 40. Retirement too soon is as bad as working too long. A man must feel needed. See your doctor and find out how *you* should adjust to growing older.

Like any good lesson, sermon or commercial, *Horizons* does not try to do too much in its weekly quarter-hour, but concentrates on driving home a single point, effectively but not alarmingly presented and authoritatively explained. The Dec. 26th telecast dealt with the medical problems of old age; that of the previous Sunday with those before birth—the prenatal care of the expectant mother. In each case, the answer was the same:

See your doctor right away.

Production Costs: $7,000

ABC-TV, Sun., 9:15-9:30 p.m. EST

Sponsored by Ciba Pharmaceutical Products Inc. through Kiesewetter, Baker, Hagedorn & Smith Inc.

Producer: Kiesewetter, Baker, Hagedorn & Smith Inc.

Associate Producer: Ken Rockefeller

Director: Matt Harlib

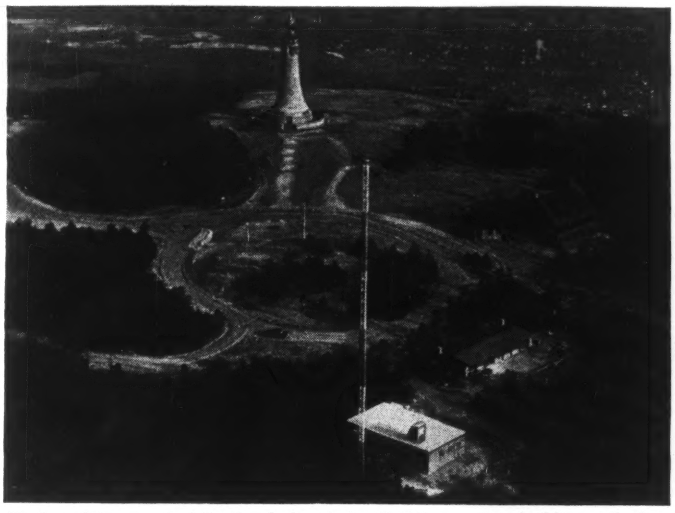
Cast: Guest physician each week.

TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

UNUSUALLY LARGE AREA SERVED BY WMGT-TV WITH G-E 12 KW TRANSMITTER

Top Engineering Plus Top-Performing G-E High-Power Transmitter Places UHF Station In Dominant Position



Air view of the summit of Mt. Greylock with the WMGT transmitter building at the bottom of the picture and the town of Adams, Mass. in the distance. The tower in the center of the picture is a War Veterans Memorial familiar to all living within a 100-mile radius of this pinnacle 3700 feet above sea level.

"Mt. Greylock Television Station WMGT, with a transmitting plant more than twice as high as the Empire State Building, is the highest TV site operating in southwestern New England and New York State. It reaches into 5 states," says J.T. Parsons, its Gen. Mgr.

"Power: A 12 KW G-E transmitter takes advantage of short transmission line to its high antenna to provide high signal level even in locations considered 'in the shadow' by ordinary standards.

"WMGT, operating 3700 feet above sea level atop Mt. Greylock in Adams, Massachusetts (2100 feet above average terrain), has proven power and height are of major importance in providing wide coverage on UHF. Reports show reception in Boston, 129 miles away; Worcester, 76 miles away; and steady pictures in Hartford, Conn., 67 miles away; Rutland, Vermont, 69 miles away, including other fringe area communities such as Gloversville and Kingston, N. Y.

"Granted, because of the rugged New England terrain, there are holes in the WMGT coverage. As the terrain levels out to the east and the west, the coverage improves in these directions. It is safe to estimate that 90% of the population within a 50-mile radius of the transmitter is being covered satisfactorily. This unique transmitter location provides coverage of three rich markets . . . the New York Capitol district to the west, the Pioneer Valley to the east, as well as Berkshire County . . . three rich markets under one umbrella."

PERSONALLY SPEAKING

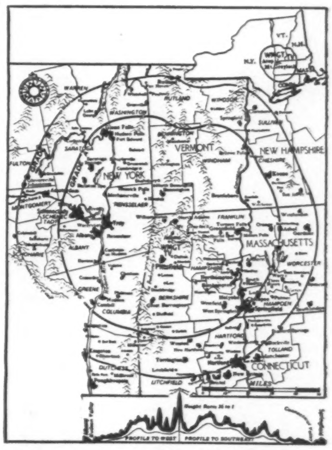
LEON PODOLSKY. The entire Greylock Broadcasting Co. operations, which include both Radio Station WBRK and Television Station WMGT, are directed by the company president, Leon Podolsky, of Pittsfield, Massachusetts.

He has an extensive background in electronics. During World War II, he served as chairman of several Army and Navy committees, working for the standardization of electronic component parts. More recently he has served as a consultant to the Department of Defense on electronic component problems.

He holds over 100 patents for developments in electronics and has published nationally and internationally circulated papers on electronic components.

JOHN T. PARSONS. Direct management of Television Station WMGT is in the hands of John T. Parsons of Lenox, Mass., a veteran in radio. Mr. Parsons' early radio career was centered in New York City and Vermont. He came to WBRK from WNBC, Hartford, Conn., in 1940 as commercial manager of the station. He was elevated to general manager of WBRK in 1942, and began managing WMGT in its initial stage of planning and construction.

GENERAL ELECTRIC

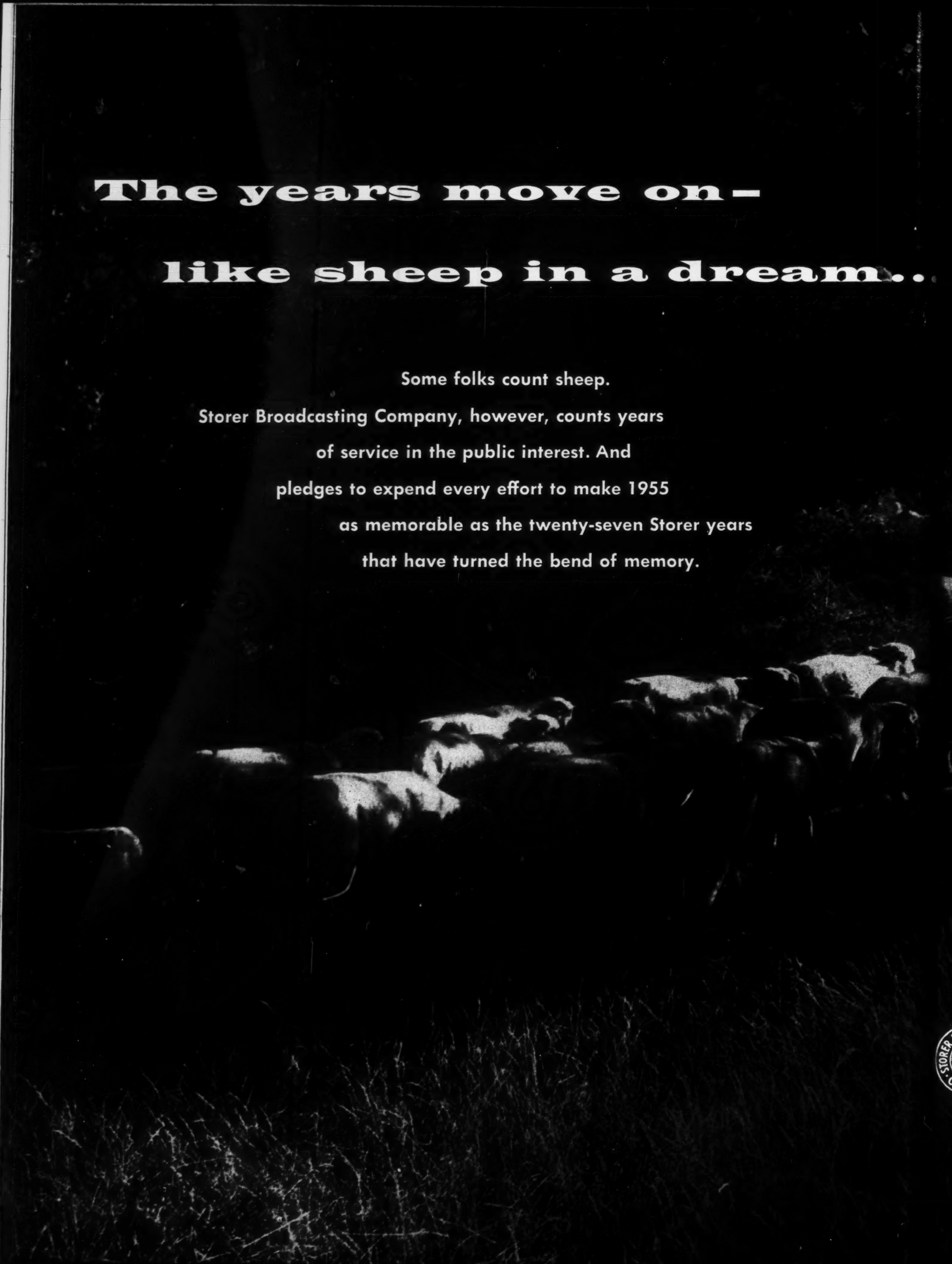


Market area map shows cities and towns covered by WMGT-TV. Illustration is reproduced from literature prepared by the station.

WMGT Engineer, Stanley Ptak, prepares breakfast in the model kitchen of the transmitter building atop Mt. Greylock.

The years move on –
like sheep in a dream...

Some folks count sheep.
Storer Broadcasting Company, however, counts years
of service in the public interest. And
pledges to expend every effort to make 1955
as memorable as the twenty-seven Storer years
that have turned the bend of memory.



STORER BROADCASTING COMPANY

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Toledo, Ohio

KPTV
Portland, Ore.

WAGA · WAGA-TV
Atlanta, Ga.

WJBK · WJBK-TV
Detroit, Mich.

WJW · WXEL-TV
Cleveland, Ohio

WBRC · WBRC-TV
Birmingham, Ala.

WWVA
Wheeling, W. Va.

WGBS · WGBS-TV
Miami, Fla.

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118 E. 57th St., New York 22, ELdorado 5-7690

BOB WOOD, Midwest National Sales Mgr.
230 N. Michigan Ave., Chicago 1, Franklin 2-6498

GOOD . . . advertising always pays in the . . . . .

RICH, GROWING NORTH CAROLINA MARKET

BETTER . . . coverage than ever before is yours with RADIO in the . . . .

15-county Winston-Salem NORTH CAROLINA Market

BEST . . . buy morning, afternoon and evening is

WSJS

NBC AFFILIATE

600 KC—5 KW AM - FM

Represented by HEADLEY-REED CO.

OPEN MIKE

Oops . . .

EDITOR:

In your review of "Dateline," the *Producers' Showcase* December tv show, in the Dec. 20, 1954 issue, you credit J. Walter Thompson as the agency handling Ford Motor Co.'s cosponsorship of the program.

Just to keep the record straight, may we remind you that Kenyon & Eckhardt represents us on this particular program and is responsible for the unique Ford, Mercury and Lincoln commercials.

J. B. McMechan
Institutional Advertising
Ford Motor Co.
Dearborn, Mich.

. . . We're Sorry

EDITOR:

While I love all concerned at BROADCASTING • TELECASTING, a small error crept into the review of "Dateline."

K&E handles the whole show; the book credited J. Walter Thompson with the Ford end.

Most minute of details, but it proves I read the magazine.

Hal Davis, Vice Pres.
Kenyon & Eckhardt
New York

Georgia Appreciation

EDITOR:

FEATURE ARTICLE "GEORGIA, A BILLION-DOLLAR MARKET IS BOOMING ALONG TOBACCO ROAD" BEST THING EVER DONE IN TRADE PAPER OR MARKETING FIELD. GEORGE BIGGARS [president, *Atlanta Journal* and *Constitution*] WANTS 2,000 REPRINTS. WE NEED 1,500 REPRINTS FOR STATIONS. CONGRATULATIONS TO B•T AND TO FRANK BEATTY FOR OUTSTANDING JOB OF BIRDDOGGING, REPORTING AND WRITING.

JOHN M. OUTLER JR.
GENERAL MANAGER
WSB-AM-TV ATLANTA

Grey Got Gruen

EDITOR:

If there are any in the industry who wonder if B•T is read cover to cover, let our most recent experience at Grey forever allay their doubts.

In the Dec. 20 issue you incorrectly printed in a box titled "Some Big Switches in 1954" that the Gruen account had moved from McCann-Erickson to an agency other than Grey. Our phones became immediately busy with many calls pointing out the error.

Although the body of your story correctly stated that the Gruen account had come back to Grey, we thought you would want to tell those of your readers who did not call us for the correct information that Grey Advertising Agency was named by Gruen.

Christopher Cross, Dir.
Promotion & Publicity Dept.
Grey Adv. Agency Inc.
New York

Right Owners, Wrong Station

EDITOR:

With reference to the [San Diego] story [B•T, Dec. 13] your facts are incorrect . . . Mrs. Rabell and myself own and operate KSON and KSON-FM in San Diego and we have nothing whatever to do with KCBQ.

KSON was not even mentioned in your story and yet of the people mentioned every one is new to San Diego within the past few months. We have operated KSON for seven years and there is not any other station in San Diego that has not changed hands in the past year except ours.

As we have spent a great deal of money associating our names with the ownership and operation of KSON we naturally do not want to cause confusion in the out of town agencies' minds. . . .

Fred Rabell, Owner
KSON San Diego, Calif.

[EDITOR'S NOTE: The writer who associated the Rabells with the wrong station has been reminded that the BROADCASTING YEARBOOK-MARKETBOOK should be used by staffers as well as subscribers to check details of station ownership and management.]

Ant Auditor

EDITOR:

The Nov. 22 issue of B•T lists Eunice Weston with the title of Ant Auditor.

Now in all the years that I have been battling the mountains of minutia it just never occurred to me that despite their size they could have been ant hills. And, believe me, even though I'm part Cherokee Indian I never dreamed of counting the ants.

Tell me, what kind of equipment do you use to line up the ants to count them, what is it about them that you audit, and what does Miss Weston think of the whole thing? Danged if I'm not fascinated by the position she occupies and the work she does. Working on the Manhattan Project during the war was great but, shucks, tell me about *her* duties.

Budd Gore
Publicity Director
The Halle Bros. Co.
Cleveland, Ohio

[EDITOR'S NOTE: Mr. Gore blithely ignored the preceding line of B•T's Nov. 22 masthead which ended, "ASSIST-" and concentrated on the line reading "ANT AUDITOR: Eunice Weston."]

Parochial Praise

EDITOR:

To say we of Global Films are pleased with your splendid treatment of the Global Films' story [B•T, Dec. 13] is an understatement. We are delighted.

Messrs. Hartley and Snyder concur with me in feeling that your well-written, careful study is to be commended for both accuracy and depth. Furthermore, we might add a bit of parochial praise and say your article is as full of vitality as a Global puppet-commercial.

Ralph N. Weil
Treasurer
Global Telefilms
New York

Life Answers BMI

EDITOR:

This letter is being written in response to your story on page 58 of your Dec. 20 issue, headed "Life Music Index Draws BMI Comment."

I also have made a quick and cursory examination of the General Title Index of BMI and such examination discloses that over 90% of the titles listed therein are titles of Public Domain origin, foreign selections, or selections comparatively unknown to the general public or selections which are rarely if ever used.

Many of the compositions are the result of artificial exploitation and though possibly performed at one time are receiving very negligible performances at this time.

Of the small quantity of compositions remaining—the copyright proprietors could easily clear them through any other Performing Rights

KING NEWS

channel 5 Seattle

TELEPULSE RATINGS NOVEMBER, 1954 Seattle, Washington

Top Fifteen Once-A-Week Shows

Dragnet	Station "B"	33.3
Disneyland	KING-TV	32.9
Groucho Marx	Station "B"	31.5
Toast of the Town	Station "C"	28.1
Lone Ranger	KING-TV	26.8
Badge 714	KING-TV	25.5
Make Room for Daddy	KING-TV	24.8
TV Playhouse	Station "B"	24.8
Favorite Story	KING-TV	24.5
Range Rider	Station "B"	24.5
Kit Carson	KING-TV	24.3
Wild Bill Hickok	KING-TV	24.0
Fanfare	Station "B"	23.8
Life of Riley	KING-TV	23.5
Mr. District Attorney	KING-TV	23.5
Name's the Same	KING-TV	23.5
Racket Squad	KING-TV	23.5
Stop the Music	KING-TV	23.5
Theatre Guild	KING-TV	23.5
This Is Your Life	Station "B"	23.5

Top Ten Multi-Weekly Shows

Early Edition	KING-TV	20.2
Sheriff Tex	KING-TV	16.6
Dinah Shore	Station "B"	16.3
Camel News	Station "B"	15.5
World Today	KING-TV	14.3
Stan Boreson	KING-TV	10.0
Channel 5 Playhouse	KING-TV	9.8
Eddie Fisher	Station "B"	9.5
Midday Matinee	KING-TV	9.0
Perry Como	Station "C"	9.0

Football

NCAA Football	KING-TV	16.45
	Station "B"	5.3
Professional Football	KING-TV	12.9
	Station "C"	6.0

→ Ask your BLAIR TV man for availabilities

Join the Cha

The 5th Network—*it may be the advertiser's answer to his TV problem*

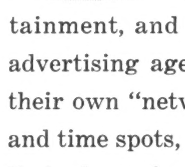
It's still a seller's market in buying national television time. Newspapers can add pages . . . magazines can add sections, but as long as an hour has 60 minutes and a week seven days, television will remain a seller's market.

Figure it yourself. Choice time is 8:00-10:30 P.M. That's 5 one-half hours a day. Allow for the full-hour shows and the multi-product advertisers with several time segments, and you can see why existing networks are limited to around 60 or 70 sponsors forming the "Charmed Circle."

Perhaps we've been lucky because right now four Screen Gems produced film shows are racking up enviable ratings on networks. We value our large national accounts, but know many advertisers cannot get network time, or feel that the rigidness of network control is not in their best interest.

Fortunately for them—and they may be national or regional in scope—the networks do not have a monopoly on creative imagination. Fine programs are being turned out in our studios in Hollywood and New York, as well as by others.

Advertisers need not be dependent on one network, one time slot. Good spot time is scarce but it is not unobtainable, and a really "hot" show has a faculty for clearing markets.



Each advertiser can create a new kind of network—The 5th Network—his own. Born out of the creative ability of producers of film entertainment, and the administrative experience of advertising agencies, advertisers can tailor-make their own "network," choosing their own markets and time spots, and retaining the freedom to move their shows for even better availabilities. Further, they have a wider choice of programs and a greater degree of control over format, talent, and material.

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armed Circle

By this method, national advertisers can get coverage in every television market at less cost than by buying those same markets on a network. Where the advertiser prefers to limit his coverage, and the show can be sold to others in non-competitive areas, the package producer can substantially reduce the cost to the original sponsor. When a portion of these savings is allocated for promotion and merchandising, you can get top audiences at lowest cost-per-thousand.

Though your program may vary as to time or days, strong promotion as used by the film industry...in newspapers, advertising, publicity, and merchandising tie-ins...can more than offset the admitted value of a uniform time period nationally.

We sincerely believe that *The 5th Network*—your own show, in your own time spots, on stations of your selection—is the only way you can join the Charmed Circle and attain a satisfactory rating.

We've done it for The Ethyl Corporation through B.B.D.&O. And we're preparing a top-flight, top-budgeted Hollywood series now for the Falstaff Brewing Company through Dancer-Fitzgerald-Sample, Inc. at a fraction of its production cost. Others, too, are seriously considering this fresh approach to national advertising.

If you would like to know more about *The 5th Network* and how it can work for you, why not get in touch with us now. We will be happy to sit down and discuss in detail a plan to fit your specific needs.

SCREEN GEMS Inc.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORPORATION, 233 WEST 49th STREET, NEW YORK 19, N.Y. • CIRCLE 5-5044

The only company providing advertisers with Hollywood and New York custom produced national shows, syndicated programming, and commercials—all on film.

Advertisement

From where I sit
by Joe Marsh

Tickets Please

Riding up Broad Street the other afternoon, I saw "Tiny" Fields up ahead directing traffic. I also saw a lady a couple of cars up from me trying to get out of a tight parking spot.

No one stopped to let her out, but I did, because I've been in the same fix myself. When I got up to "Tiny" he blew his whistle and stopped me. "Have a ticket, Joe," he said. I was surprised—and a little sore. But "Tiny" explained. "It's a movie ticket—good anytime at the Bijou Theater. We're having a Courteous Driver Week in town. You qualified by letting that lady go ahead of you."

From where I sit, courtesy and respecting the rights of your neighbor go together—in driving a car, just as in anything else. For instance, even in something as small as a choice of beverage we should live and let live and be thoughtful of others. You may like tea with your dinner. I happen to occasionally like a temperate glass of beer. Neither of us should "blow the whistle" on the other's choice.

Joe Marsh

Copyright, 1954, United States Brewers Foundation

organization, such as Life Music, Inc., with a resulting saving of approximately eight million dollars ($8,000,000) per annum.

May I suggest that now that Mr. Haverlin has completed his "quick and cursory examination" of Life Music, Inc., that he proceed to make a "quick and cursory examination" of the BMI General Index and what he is offering the broadcasting industry for $8,000,000 per annum.

As a matter of record, we have never sought to burden the broadcasting industry, have always serviced the industry to the very best of our ability and have strongly advocated that a fair non-discriminatory and equal contract be established for all writers, publisher affiliates and broadcasters.

We have met with considerable resistance in our campaign to establish these purposes from management of BMI and it may be necessary to refer the entire matter to the U. S. Dept. of Justice in order that these meritorious objectives may be achieved.

I know that your magazine is dedicated to the best interests of the broadcasting industry and possibly your bringing these matters before the industry as a whole may accelerate the culmination of a just program, undoubtedly resulting in substantial savings to broadcasters.

Barney Young, President
Life Music Inc.
New York, N. Y.

Formerly With . . .

EDITOR:

On page 72 of the Dec. 27 B•T there is an article which makes reference to WEBB announcing the name of the new general manager as Bentley Stecher, formerly sales manager of WSID Baltimore. This article is in error, as Mr. Stecher's former position was as sales manager for WWIN Baltimore . . .

Marvin Mirvis, Gen. Mgr.
WSID Baltimore

[EDITOR'S NOTE: The announcement by WEBB identified Mr. Stecher as formerly with WSID.]

Timely Think

EDITOR:

I was very much interested in reading your editorial "The Think's the Thing" which appeared in your Dec. 13 issue because to my mind it was quite timely.

I could just wish that BBDO—as well as other advertising agencies too numerous to mention—was as deeply concerned about the future of radio as they appear to be on the surface. By that I mean most agencies don't seem to realize what they are doing to radio—incidentally, a medium very important to them—by continually pushing radio stations for special packages and rate concessions.

You and I know full and well that manufacturers, advertising agencies and even radio trade papers have everything to gain by maintaining radio in a strong position, because if it was not for radio, newspapers, magazines, etc., many of us would have no business today and manufacturers would have to spend many times their present budgets in order to reach people and tell them about their products.

If the announcement and program rates of the radio stations are to be driven steadily downward, it then means that radio stations are going to have to put on more advertisers in order to earn the same revenue. The natural consequence of this is that radio stations will be offering less and less entertainment and, in the end, it may be that they will start to lose large segments of listeners. This, of course, means a diluted medium . . .

William B. Caskey
Vice Pres. & Gen. Mgr.
WPEN Philadelphia

He Spins 'Em for the Jack in Jackson!

CASS KAID.."The Smile on the Dial" MAKES ADVERTISERS PURR AT THE PROFITS

WKHM IS *FIRST* IN JACKSON...

***FIRST* IN POWER**
***FIRST* IN RATINGS**
***FIRST* IN NEWS**
***FIRST* IN MUSIC**
***FIRST* IN SPORTS**

SO BUY THE BEST...

He's a household word in Jackson's homes. They listen to Cass and they buy what he sells! Nobody . . . but NOBODY even comes close to his rating. He's tops by 3 to 1. Young or old, they all love Cass Kaid. No wonder his platter-patter is paying off for advertisers in this rich midwest market.

How much jack are you *getting out of Jackson? You could get* more *if you put Cass Kaid to work for* you!

WKHM

Jackson, Michigan

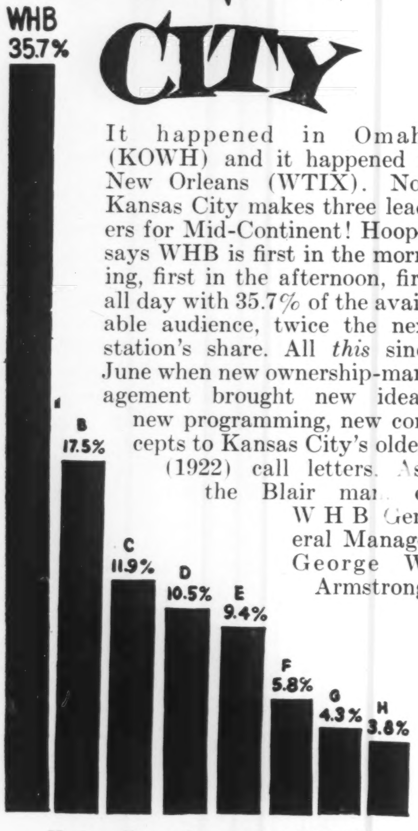
Frederick A. Knorr, *Pres.*
John O. Gilbert, *Mg. Director*
Represented by HEADLEY-REED

WKHM—Jackson . . . WKMF—Flint . . . WKMH—Dearborn-Detroit is the package buy that covers 77% of Michigan's entire buying power. Yet you save 10% when you buy all 3. Highest ratings . . . because *everybody* likes News, Music and Sports!

WKHM - Jackson
WKMF - Flint
SAVE 10%
BUY MICHIGAN'S GOLDEN TRIANGLE!
WKMH Dearborn-Detroit

10,000 WATT

WHB TAKES OVER KANSAS CITY



It happened in Omaha (KOWH) and it happened in New Orleans (WTIX). Now Kansas City makes three leaders for Mid-Continent! Hooper says WHB is first in the morning, first in the afternoon, first all day with 35.7% of the available audience, twice the next station's share. All *this* since June when new ownership-management brought new ideas, new programming, new concepts to Kansas City's oldest (1922) call letters. Ask the Blair man or WHB General Manager George W. Armstrong!

Hooper Radio Index—7 AM-6 PM, Monday-Friday, Oct.-Nov., 1954

10,000 WATTS

WHB

ON 710 kc.

KANSAS CITY, MO.

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

KOWH, Omaha	WTIX, New Orleans	WHB, Kansas City
Represented by H-R, Reps, Inc.	Represented by Adam J. Young, Jr.	Represented by John Blair & Co.

our respects

to JAMES DEWEY CUNNINGHAM

IF YOU spend an hour with big Jim Cunningham, FCC's newly-appointed chief hearing examiner, you will notice he smokes his cigarette precisely, firmly.

This intense purposefulness pervades his whole nature, from his hearty hello to his quiet, but exact, judicial demeanor in conducting an FCC hearing.

It signals the way he plans to get things done in building up the Commission's Office of Hearing Examiners, streamlining and making more uniform the hearing processes and working with applicants and counsel to conclude hearing cases as expeditiously and justly as possible.

Whether it is writing a decision or painting his house, "I like to get onto it and get it done to the best of my ability." That is the capsule comment on his basic philosophy. And when he "gets onto it," he works around the clock to finish the job if necessary, as he did in writing the Denver ch. 7 (KLZ-TV) initial decision. The first post-freeze comparative case to go to completion, Denver ch. 7 set the pattern for later contests and Mr. Cunningham's text became the primer for future opinions.

The smoke-filled hearing room during tv's post-thaw channel rush is well on its way to becoming a mellow memory for lawyers and litigants. The heat of summer or the fight itself made many a hearing a shirt-sleeve affair.

The nation's great in business and communication were jammed together in hastily-converted hearing rooms during many proceedings and the resulting informality sent some back home assured Washington is really like that.

But now the rush and informality are over, Chief Examiner Cunningham agrees, indicating he expects to make every effort to assure more comfortable accommodations and better facilities for hearings. Through cooperation of counsel, both in FCC and out, he believes the hearing procedures can be simplified and testimony and evidence reduced to a minimum ("consistent with the rights of the parties").

His ultimate goal: to publish decisions as "expeditiously as possible." The result: "tremendous economies, not only to the government, but also to litigants."

Born Sept. 26, 1899, at Northampton, Mass., James Dewey Cunningham is one of four children born to Michael P. and Catherine (McGough) Cunningham, second and first generation County Cork (Ireland) folk. His life ambition, to become a major league baseball player, was tempered at an early age through lessons of punctuality taught by the nuns of the parochial schools at Holyoke, Mass.

At an early age he also learned social and family responsibility earning his spending money in the American tradition—working in a grocery store and delivering newspapers.

Following high school graduation in 1918, Jim Cunningham enlisted in the Army and was in the midst of basic training when the Armistice was declared. In 1920 he entered Georgetown U. at Washington, D. C., on a baseball scholarship.

After receiving his A.B. degree in 1923, he took the advice of his career counsellor, the late Rev. Thomas I. Gasson, S.J., then professor of psychology, and chose law. Returning to GU that fall and entering its law school, Jim Cunningham worked on both his M.A. and LL.B. degrees, which he received in 1926.

He passed the D. C. bar in early 1927 and later that year resumed studies at GU for his master of law degree, received in 1928.

After a short private practice, Mr. Cunningham joined the Civil Service Commission in late 1930 as attorney-examiner, evaluating applicants for legal positions in government. In late 1934 he transferred to the then newly-organized FCC as senior attorney. Starting in the law department of the Broadcast Bureau, he worked essentially on hearings and subsequently served as examiner in several cases.

Having obtained a reserve commission of captain in 1933 in the Army's Judge Advocate General Dept., Mr. Cunningham volunteered for active duty in November 1940. Assigned judge advocate general in the chemical warfare service at Edgewood Arsenal, Md., he advanced to full colonel and in 1944 was assigned judge advocate of the Antilles Dept. with base at San Juan. Here he won commendation for "outstanding service."

Returning to FCC in 1946, Col. Cunningham was placed in charge of the Renewals and Revocations Section of the Broadcast Bureau's Law Dept., then under the direction of General Counsel (now Comr.) Rosel H. Hyde. In June 1947 he became one of the first formal hearing examiners upon implementation of the Administrative Procedures Act. Early major cases included the late G. A. (Dick) Richards and WMEX Boston license renewal proceedings.

Spreading his 240 lbs. to a height of 6 ft. 3 in., Col. Cunningham was a logical choice when Chairman George C. McConnaughey recently said the Commission needed a big man for chief examiner "and we picked the biggest we could find." But the chairman also referred to performance and experience.

A career man at FCC, Col. Cunningham belongs to no political party. He admits neglecting his golf the past five years, but still is handy fixing things around the house under the eye of Mrs. Cunningham, the former Genevieve H. Griffin of Georgetown (D. C.) whom he married in 1926. His hobby: hi-fi.

Take the guesswork out of timebuying!

a money-back guaranteed

~~40~~ 50 RATING

in unduplicated Denver Area TV homes with

FANFARE FEATURES

...television's hottest spot package in a booming market!

$1.60 per 1,000 viewers

Based on ARB, Nov. 1954

Latest ARB reports FANFARE FEATURES reaches an *unduplicated* 58.1% (gross rating points—107.3) of the Denver area's more than ¼-million TV homes.*

The result? KOA-TV boosts its *guarantee* from 40% to 50%! Your 12 sales messages on KOA-TV's 9 popular FANFARE FEATURES in each two-week cycle *penetrate an unduplicated 50% of Denver's TV homes...money-back guaranteed!*

In fact, they'll reach 60% of these homes 2 to 5 times during the two-week cycle!

**253,596—Rocky Mtn. Electrical League, Nov. 1, 1954*

KOA TV 4

NBC in DENVER

Picture Your Product in These FANFARE FEATURES*

ONLY 6 PACKAGES LEFT!

Call KOA-TV or PETRY now!

**Shows, times subject to change—but guarantee remains*

Represented by

Edward Petry & Co., Inc.

NEW YORK • CHICAGO • LOS ANGELES • DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS

CORLISS ARCHER
Thursdays — 6:30 p.m.

FABIAN OF SCOTLAND YARD
Mondays — 9:30 p.m.

TINCUP TOWN HALL
Tuesdays — 9:00 p.m.

ELLERY QUEEN
Wednesdays — 9:30 p.m.

CASEY KEMP WESTERNS
Weekdays — 4 p.m.
Saturdays — 3 p.m.

INSPECTOR MARK SABER
Fridays — 9:30 p.m.

JANET DEAN
Sundays — 9:30 p.m.

HOME & KITCHEN
Weekdays — 11:00 a.m.

PETE SMYTHE SHOW
Weekdays — 12 noon

There's no such thing as bacon on a pig

(or, the pig only gives it a start)

It's a long, long way from the pig to the crisp bacon on your breakfast plate. What originally comes from the hog isn't what *you'd* call bacon at all—not at first, anyway. Bacon requires lots of "post graduate" work before it's ready to cook.

SMOKY
BLAND
SHARP
MILD

1 The first step is to select the "side" that can be made into the kind of bacon you like. Then the "side" is trimmed and squared carefully into the proper shape by a skilled workman.

2 Next comes the curing. Every one of America's hundreds of bacon-making packers has his own special curing formula. Gives *you* lots of flavors to choose from.

3 Then it's hung on "Bacon Tree" racks and moved into the smokehouse, where smoke from special wood gives it the haunting fragrance that brings your family bounding into the kitchen.

4 After it comes out of the smokehouse your bacon is chilled. Then it's "formed" into just the right shape so the slices come out nice and even, the way you see them in your store.

5 Finally, the slicing machine shaves it off in uniform slices (about 10 slices per second). Wrappers pack it neat and pretty; and the shipping department starts it off to you.

6 Surprise you how many steps there are from porker to packer to breakfast table? Yet bacon is only one of hundreds of processed meats prepared in modern packing "kitchens" every day.

AMERICAN MEAT INSTITUTE

Headquarters, Chicago *Members throughout the U. S.*

JOHN COLE

on all accounts.

JOHN COLE believes that "television's bread and butter ultimately lies in special interest programs," a belief nurtured by his own interest in the current "do-it-yourself" craze.

Mr. Cole's own bread and butter these days lies with The Buchen Co., Chicago, of which he is radio and television director at the youthful age of 29. In that capacity, he handles copy, contracts, production and administration.

Among the clients for which he toils in specialized fare are the Chicago Title & Trust Co., which sponsors the *Chicago Symphony Orchestra* on DuMont Tv Network; Edward Hines Lumber Co., for *Walt's Workshop* on WNBQ (TV) Chicago and Fairbanks, Morse & Co., which sponsors *The Nation's Business* on radio in 45 markets. He also writes spots and handles production for Masonite Corp., Wood Conversion Co., Ripon Knitting Works and the Oliver Corp.

Despite his youth, John Kenneth Cole has had a well-rounded background comprising agency, station and network fields. He was born in Wheaton, Ill., on Dec. 11, 1925. Mr. Cole received a BS in radio journalism from the U. of Illinois, and was in service from January 1943 to May 1945, serving with the Army in field artillery with the 100th Infantry Division.

Mr. Cole started in advertising in September 1949 with WVLN Olney, Ill., as a radio writer, announcer and salesman. In June the following year, he joined ABC Central Div. as a radio writer. The following September he moved into the agency field.

Copy, production and contact work on radio and television were his chores at Schwimmer & Scott Inc., Chicago, for the next two years. Among the programs he worked on: *Open House* for Walgreen Drug Stores; *Cartoon-O* for National Food Stores; participations on Arthur Godfrey's radio show for ReaLemon-Puritan Co.; *Two Minutes to Go* for Fox Deluxe Beer; *H-M Ranch* for Hawthorn-Mellody Dairy, and numerous spot campaigns.

In 1952, Mr. Cole joined The Buchen Co. as assistant radio-tv director, becoming director last March.

Also in 1952, he married the former Dallas Williams. They live in Geneva, Ill.

Among his "special interests" and hobbies, Mr. Cole lists music and the theatre.

Joseph H. Snyder, President of the Color Corporation of America, tells:

"How we set a record with the Thunderbird!"

"When news got out about the Thunderbird, Ford dealers scheduled a big preview at Palm Springs, California," relates Joe Snyder of Color Corporation of America.

"But as the date drew near, it became clear to Ford that the one Thunderbird then in existence—a hand-made model—would have to stay there in Detroit!

"The solution? Giant natural color prints—and Air Express.

"Films were rushed to the Color Corporation in Tampa, and we made Hi-Fidelity color prints *larger than the top of a desk*. These were back in Detroit in record time—and in Palm Springs the day after!

"There is no other service comparable to Air Express. We would be just a local business without it.

"Yet Air Express rates are usually lowest of all. For instance, a 10-lb. shipment from Tampa to Detroit costs $5.06. That's 68¢ less than the next lowest-priced air service."

AIR EXPRESS **Air Express**

GETS THERE FIRST *via U.S. Scheduled Airlines*

CALL AIR EXPRESS . . . *division of* **RAILWAY EXPRESS AGENCY**

HAPPY NEW YEAR
from
"NUMBER PLEEZE"
and
WSRS*

WSRS, Cleveland, like dozens of other top-notch stations throughout the country, has found "Number Pleeze" a real sales builder. This exciting new game is radio's only *fully controlled* giveaway show. It incorporates a telephone call-in, but licks telephone problems by automatically limiting calls. Let "Number Pleeze" do the same hard-hitting job of selling for *you* that it had done for other leading stations. For full details, contact the Ullman office nearest you.

RICHARD H ULLMAN Inc.

295 Delaware Ave.
Buffalo 2, N. Y.
Phone: Cleveland 2066

2133 N. W. 11th Avenue
Miami 37, Fla.
Phone: 2-2655

*WSRS, Cleveland, has paid for part of this ad because they believe that the way to a happy and *prosperous* 1955 in radio is with fresh programming ideas such as "Number Pleeze."

MILESTONES

WJDX Jackson, Miss., celebrating its 25th year of broadcasting and NBC affiliation, was presented with a silver anniversary plaque by NBC. Admiring the award of merit are (l to r): Fred L. Beard, WJDX-WLBT (TV) station manager; Wiley P. Harris, Lamar Broadcasting Co. president and first general manager of WJDX, and P. K. Lutken Sr., president, Lamar Life Insurance Co., station owner.

► WDRC Hartford, Conn., is marking its 32d year of broadcasting.

► RICHARD H. MASON, president of the WPTF Radio Co., Raleigh, N. C., has been presented with a silver bowl and a certificate of service in recognition of his 25 years with the station.

► DAVID RANDOLPH, producer-m.c. of *Music for the Connoisseur*, heard weekly on WNYC New York, is marking the 400th broadcast of the program.

► GENE AUTRY, CBS-AM-TV cowboy star, is celebrating his 15th year on CBS Radio with his original sponsor, Philip K. Wrigley Co. (chewing gum).

► HOLLINGSWORTH PEARCE, engineer, is celebrating his 20th year with CBS.

Welcome
to the
13th Annual
KDKA
Farm-Radio
CONFERENCE

M. C. GILPIN (c), pioneer farm broadcaster at KDKA Pittsburgh and now editor-in-chief of the *Pennsylvania Farmer*, returned to the station to be guest speaker at the 13th annual KDKA Farm-Radio Conference. He is welcomed by L. R. Rawlins (l), KDKA general manager, and Homer H. Martz, KDKA agricultural director. Mr. Gilpin's first farm broadcast over the Westinghouse station in 1921 marked the birth of the *KDKA Farm Hour*.

POWER
CH. 28
+ Programming
= Audience!

WBRE-TV NOW AMERICA'S MOST POWERFUL STATION WITH

One Million Watts

POWER . . . . . PUNCH . . . . . PERFORMANCE . . . . . PERFECT PICTURE . . . . . PROGRAMMING . . . . . PERSONNEL . . . . . PERSONALITIES . . . . . PULLING POWER . . . . . PEOPLE ! ! And now . . . . . a MILLION WATTS of power to make even our previous achievements seem picayune.

WBRE-TV has to its record some outstanding "Firsts" but none greater than being the FIRST MILLION WATT TV STATION IN THE NATION. WBRE-TV applied for and received the first million watt tv station grant from the F.C.C. It is a source of satisfaction that we have been able to fulfill this grant in less than two years.

The thirty years of great engineering, programming and selling know-how that went into our remarkable radio record is now achieving phenomenal feats of merchandising and selling for our TV clients. Full schedule of NBC shows in black and white and color . . . outstanding local shows . . . news and sports coverage of local, regional and national interest makes WBRE Channel 28 the Powerful, Programming, Audience-delivering buy in Television.

WBRE-TV Ch. 28

AN NBC BASIC BUY!

Wilkes-Barre, Pa.

National Representative
The Headley-Reed Co.

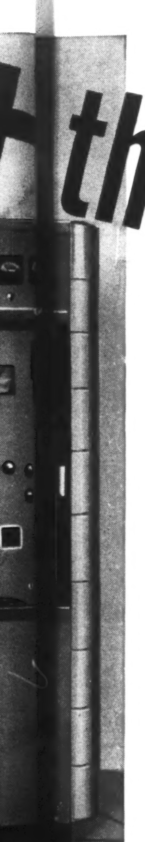
1,000,000 WATTS

[illegible]

This 25-KW Amplifier + t

S "ON-AIR" AT WBRE-TV

POWER UHF



this Antenna = One million Watts

This announcement marks another achievement in RCA high-power equipment leadership. For the first time, a commercial UHF television station is operating with an effective radiated power of one million watts! For the first time, a UHF station is getting coverage close-in AND far out! And best of all, super television power has proved just as easy to handle as lower powers.

How do you get started with RCA super power? You begin with your own RCA 1-KW transmitter. You add the new RCA 25-KW amplifier. You install the new RCA Super Power UHF Pylon (gain, 46)—and you're set to go with 1 million watts ERP. Power tubes in both RCA high-power amplifiers are conventional and interchangeable (no klystrons used). Amplifier plate voltages are low (6000 volts, max.). Operating economy is remarkable (RCA's new super power, high-gain antenna eliminates need for high power input. Power tubes have already set a record for "proved-in" life).

Station-proved in daily commercial operation at WBRE-TV, the performance of RCA's 1-million watt UHF system is now an established record. Profit by RCA's engineering experience in high-power—and KNOW you've planned it right. Call your RCA Broadcast Sales Representative. In Canada, write RCA Victor Ltd., Montreal.

New RCA Super Power UHF Pylon Antenna. Available Types: TFU-46AL, TFU-52-AM, TFU-60-AH. Signal Gain, 46, 52 and 60. The answer for economical 1-million watt operation.

RCA Pioneered and Developed Compatible Color Television

RCA

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION
CAMDEN, N.J.

Put your UHF signal where the population is

Use an RCA "contour-engineered" UHF Pylon Antenna

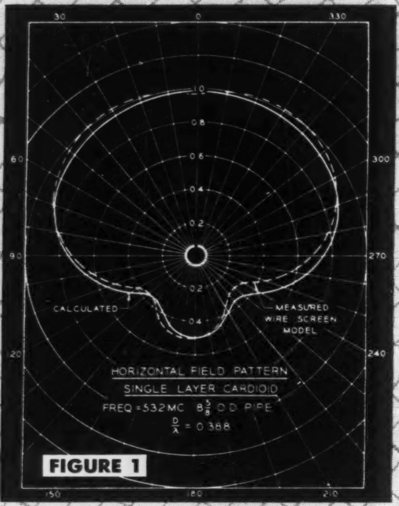


FIGURE 1

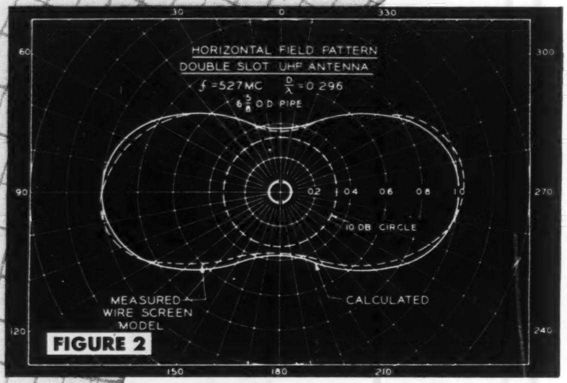


FIGURE 2

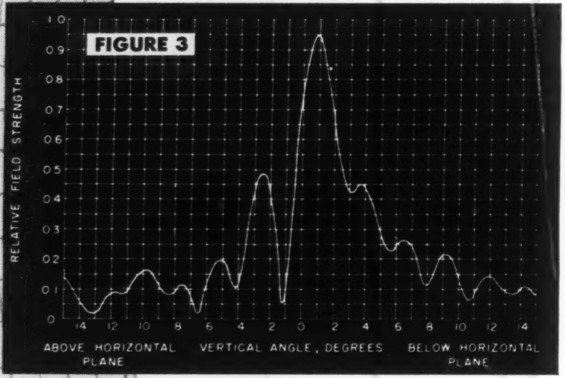


FIGURE 3

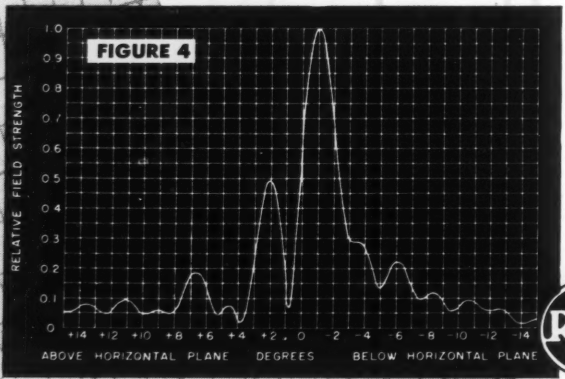
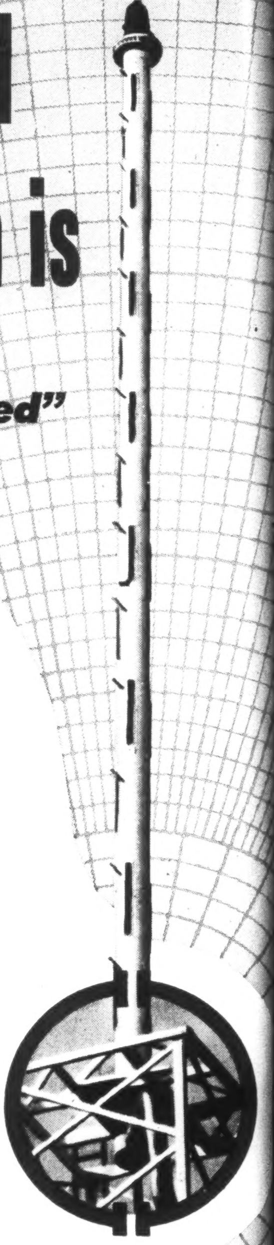


FIGURE 4

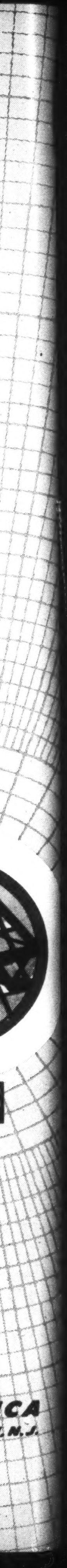
- **For "single-direction" coverage,** RCA has UHF Pylons that produce a horizontal field pattern shaped like a Cardioid (see Fig. 1).
- **For "elongated" coverage,** RCA has UHF Pylons that produce a horizontal field pattern shaped like a peanut (see Fig. 2).
- **For "circular" coverage,** RCA has a wide selection of UHF Pylons that produce equal signals in ALL directions.
- **For better overall coverage,** RCA UHF Pylons have built-in "Beam Tilt" that minimizes power loss in vertical radiation.
- **For better "close-in" coverage,** RCA UHF Pylons are equipped with a new, advanced type null fill-in system (used in conjunction with beam tilting). See Figs. 3 and 4.
- **The gain that's published is the gain you get.** RCA UHF Pylons include no tuning compromises that would result in loss of gain. RCA UHF Pylons can be furnished with gains in the order of 3, 6, 9, 12, 21, 24, and 27!
- **RCA has all UHF antenna accessories:** towers, mitered elbows, line transformers, spring hangers, dummy loads, wattmeters, frequency and modulator monitors, filterplexers, and transmission line (measured performance—VSWR—is better than 1.05 to 1.0). You can get everything from ONE responsible source—RCA!



RCA Adjustable Beam High-Gain UHF Pylon —installed

An antenna system can make or break a TV station. Make sure yours is right. Your RCA Broadcast Sales Representative can help you plan.

RCA® RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT CAMDEN, N.J.


CA
N.J.

BROADCASTING
TELECASTING

January 3, 1955 Vol. 48, No. 1

LIVE-FILM NETWORK SYSTEM TO BE OFFERED BY DUMONT

Re-shaping of whole television network picture promised by Dr. DuMont and key officials as special production system is developed. Live-film cameras will be combined with electronic memory and new super-splicer. Extensive savings in cost and time plus improved film quality are claimed. Meanwhile, network cuts relay facilities.

DUMONT Tv Network has developed a combined live-film system designed to provide high-quality network program and advertising service at low cost on a nationwide basis.

The service will profoundly influence present concepts of television networking, DuMont officials believe, and will offer stations important savings in programming.

While many technical methods and devices have been blended into the merger of live and Teletranscription service, the development is described as a combination of studio, control room, splicing and distribution practices. Patent applications have been filed for some of the devices.

The disclosure of DuMont's plan, evolved after years of experience and the need for a new way of competing in a four-network economy, serves to set at rest much of the speculation of the last two months. DuMont will make a major cutback in its present live networking facilities and reduce personnel.

On the other hand, the network hopes it will have the live-film system rolling by summer and enter the autumn market with a group of 13-week programs. If its hopes are realized, DuMont will attain a much more important position among national networks.

Only meager hints of the system were divulged last week in a DuMont announcement, which referred to early introduction of "technological developments" and in an informal comment by a DuMont executive that these developments "are liable to set the industry on its ear."

Briefly, B•T learned, the new DuMont system involves the following:

- Multiple-camera production, with each camera providing simultaneous live and film versions.
- Master control, with director controlling cameras and recorded cues for editing films.
- Electronic memory at master control to aid director.
- An intricate super-splicer for fast film editing, turning out electronically reversed negative suitable for high-speed production of prints.
- Studio production techniques taking advantage of technical devices and greatly lowering cost of turning out programs as well as commercials.

Having worked out this system, DuMont is preparing to produce from its 67th St. studio in New York City, built at a cost of $5 million to serve as a film production center.

Network officials explained that DuMont lost $4 million in 1954 on its service but has $9,750,000 available from proceeds of the sale of WDTV (TV) Pittsburgh to Westinghouse Broadcasting Co. [B•T, Dec. 6, 1954]. The entire concept of live-film operation was based on the realization that the present tv allocation, lacking four vhf stations in many leading markets, will not support four networks paying for fulltime coast-to-coast relay facilities, it was stated.

Here are some of the specific advantages DuMont officials cite as they predict drastic changing of the tv network structure:

- Central control of multiple cameras, even in several studios or cities.
- Fast re-takes as their need appears to the director while he scans the kinescope a few seconds after actual performance.

DR. DuMONT

MR. BERGMANN

- Live and recorded program distribution, quickly and at low cost, permitting programs to be shown at desired times in different sections.
- Heavy savings in relay costs.
- Easy distribution of a film program with as many different commercial or sustaining interludes as desired.
- Radical reduction in the cost of producing tv film commercials, with only minutes between production and availability of finished films.

Involved in development of the system were key DuMont network officials, including Dr. Allen B. DuMont, president of Allen B. DuMont Labs; Dr. Thomas T. Goldsmith, director of research; James L. Caddigan, network director of programs and production, and Ted Bergmann, DTN managing director.

They have been searching years for a solution to the problems of competing in a four-network field without the availability of key stations and basic affiliates spaced along relay facilities.

Now they are preparing to offer stations a type of affiliation contract that will cover the joint live-film program services and provide a profit to the network while giving stations what is termed vastly improved film programs of superior quality.

It was made clear that DuMont is going to stay in the network program business, despite the current cutbacks on relay facilities and personnel. The network believes advertisers will quickly see the advantages of its studio and delivery techniques.

The super-splicer developed by DuMont swiftly turns out a finished negative. Films from each camera, plus sound, are fed into the splicer along with recorded cues provided at the master control by the director. Remote camera operation is possible and the multiple functions performed by the director are simplified by the electronic memory device. Rehearsal time is kept to a minimum by the DuMont system.

Specially-developed shutters and prisms are used in cameras to avoid loss of light caused by shutters, the camera orthicons getting continuous tv light.

Coincident with the announcement that DuMont is cutting down on its use of AT&T's coaxial cable and radio relay facilities came word that ABC-TV, as part of a continuing "efficiency study" made in the light of changing needs, is reappraising its own intercity relay requirements with a view to making whatever realignments are necessary to provide efficient service with the greatest economy. An ABC-TV official said, however, that despite these realignments the network goes into 1955 spending more for AT&T facilities than ever before.

MR. GOLDSMITH

MR. CADDIGAN

In disclosing the changes Dr. DuMont said:

"The entire industry is well aware that networking, as distinct from station operation, is presently an uneconomic activity.

"For a long time, we have been seeking a means of making telecasting more efficient. We are near the end of our search for a technological improvement that will aid substantially in achieving this objective and we are moving now to reorganize and strengthen our broadcasting structure and at the same time make the medium more attractive and more economic to all advertisers."

The announcement appeared to set at rest speculation that has ranged widely regarding the network's plans, including an early report that ABC might take over the network operation. Another dealt with reported negotiations anticipating that Guild Films, tv film production-distribution company, might acquire DuMont productions and production facilities. Guild Films President Reub Kaufman asserted last week, however, that the DuMont announcement would have "absolutely" no bearing on GF plans or activities, and reiterated that GF had no negotiations with DuMont.

Discussing DuMont's announced plans, Mr. Bergmann told B•T that DuMont's cutdown on line facilities probably will reduce the number of affiliates served by "contract" relays—that is, relay facilities which are ordered eight hours a day, seven days a week, and which must be paid for whether in use for the full period or not—from 50 stations to about 25.

The approximately 25 thus cut off from "contract" relay service will be served by relays ordered on the less expensive "occasional use" (as needed) basis in the case of commercial programs (where the relay cost is figured onto the advertiser's bill). In the case of sustaining programs these stations will be served largely by Teletranscriptions.

Mr. Bergmann cited as an example Bishop Sheen's *Life Is Worth Living* program for Admiral Corp. This currently is seen live on 70 stations, of which 50 are served by "contract" facilities and 20 by facilities ordered on the occasional use, or as needed, basis. Under the new plan the approximately 25 taken off the "contract" facilities will be added to the 20 already getting the program on relays ordered specifically for that show.

Not All Stations Set

Thus far, Mr. Bergmann said, DuMont has not finished notifying all of the stations whose method of receiving service will be changed from "contract" facilities to the other means, Accordingly, he declined to identify them.

Nor would he indicate approximately how many DuMont employes would be let go in the reduction in personnel, although there were unconfirmed reports that the number would total around 75.

DuMont currently is networking approximately 21 hours of programming per week.

The DuMont decision to cancel some of its "contract" intercity routes in favor of ordering facilities only when needed can itself increase ABC-TV's AT&T bill. For example: In some markets DuMont feeds certain of its own shows to ABC-TV affiliates by AT&T cable or relay, and accordingly picks up the loop and connection charges for those shows. If DuMont drops live service to those ABC-TV affiliates, ABC-TV will get the full tab.

But ABC officials say this is a relatively minor matter, compared to overall costs of maintaining live network service.

Their main objective in their "continuing efficiency study," they say, is to "make sure we're using our routes most efficiently." They feel that in some places where they feed only a few programs a week, yet maintain "contract" routes, they would be better off to use "occasional" service. But on the other hand, they say, they may find it more economical in other areas to change from the "occasional use" to the "contract" basis.

Another example of the type of study ABC is making was cited as follows: In some areas it may be found that the network is feeding, say, a total of 10 programs. Investigation may show that five of these are film shows, as a result of which it may be decided to cancel regular or "contract" service to those areas and feed the five film shows "in a can" and then order "occasional use" facilities as needed.

SPORTS-CONSCIOUS BEER-WINE SPONSORS RELATIVELY SMALL USERS OF ALL TIME

Beverage producers sponsor 17.88% of all sporting events; however, NARTB reports that if each beverage message were one minute long they would account for 0.297% of total radio station time on the air and 0.27% of tv station total air time.

SPORTS radio and tv programs are favored by beer and wine sponsors but they comprise a relatively small share of total program time, according to an NARTB compilation submitted last week to the House Interstate & Foreign Commerce Committee. The report was compiled at the committee's request in connection with the Bryson Bill (HR 1227).

NARTB found that 1.62% of all radio programs and 2.99% of all tv programs are sponsored by beer and wine advertisers.

Beer and wine advertising message time on radio programs comprises 0.21% of total radio station air time, it was found. If the 39,110 beer and wine radio spot announcements during a composite survey week each took a full minute, according to NARTB, they would comprise 0.297% of total radio station time on the air.

Small Proportion

In the case of tv, NARTB found that 0.31% of total tv station air time was taken up by advertising messages on sponsored programs. Its study shows that if the 3,037 beer and wine tv spot announcements during the composite week each took a full minute, they would comprise 0.27% of tv station total air time.

The report is described by NARTB as "a reliable reflection of beer and wine advertising on radio and tv for an entire year, taking into account all seasonal variations in people's listening and viewing habits, in sports and other special events, and all variations in practices of large, medium and small stations in metropolitan, suburban and rural locations. This particular composite week methodology is the only practical way in which such a year-long industrywide reflection could have been obtained."

The relationship of the number of all tv programs (sponsored and unsponsored) to the number of tv programs sponsored by beer and wine advertisers by type of program is as follows:

Type of Program	% of Beer & Wine Sponsored Programs to No. of All Programs in Each Type
Sporting events	20.40
Music	1.07
Drama	2.68
Variety, incl. comedy	0.73
Quiz	2.34
News	5.09
Other	0.18
Overall %	2.99

Taking this 2.99%—tv programs sponsored by beer and wine advertisers—and breaking it down by type of program produces this distribution:

Type of Program Sponsored by Beer & Wine Advertisers	% of Programs Sponsored By Beer & Wine Advertisers in Each Type
Sporting events	0.94
Music	0.07
Drama	0.75
Variety, incl. comedy	0.17
Quiz	0.15
News	0.89
Other	0.02
Total	2.99

This table summarizes for the composite week the tv stations' total number of all spot announcements, including public service announcements and the number of beer and wine spot announcements:

Day of Week	Total No. of All Spot Announcements	No. of Beer and Wine Spot Announcements	% of Beer & Wine Announcements to All Spot Announcements
Monday	13,327	470	3.54
Tuesday	13,706	501	3.65
Wednesday	14,312	496	3.46
Thursday	14,529	515	3.54
Friday	14,245	505	3.54
Saturday	8,171	400	4.90
Sunday	7,876	150	1.90
Totals	86,116	3,037	3.53

The relationship of the number of radio pro-

* * * * *

Analyzing radio station operations (1934 stations, fm duplication not included), NARTB listed these results:

Type of Progrum	Total Number Of All Programs	Number of Programs Sponsored by Beer & Wine Advertisers	Total Length Of Programs Sponsored by Beer & Wine Advertisers (Hours)	Total Length Of Beer & Wine Commercials On These Programs (Hours)
Sporting events	18,127	3,242	2,744.30	227.33
Music	214,593	2,045	946.45	101.00
Drama	50,877	54	21.93	2.65
Variety, incl. comedy	43,502	133	35.13	4.96
Quiz	12,926	27	6.17	1.08
News	194,903	3,811	611.32	121.55
Other	45,667	83	20.70	3.55
Totals	580,595	9,395	4,386.00	462.12

For the composite week 205 tv stations supplied this information:

Type of Program	Total No. of All Programs	No. of Programs Sponsored by Beer & Wine Advertisers	Total Length Of Programs Sponsored by Beer & Wine Advertisers (Hours)	Total Length Of Beer & Wine Commercials On These Programs (Hours)
Sporting events	1,721	351	281.7	25.7
Music	2,512	27	11.6	1.6
Drama	10,437	280	164.7	14.6
Variety, incl. comedy	8,928	65	30.8	3.3
Quiz	2,348	55	26.5	2.8
News	6,545	333	58.6	10.1
Other	4,980	9	1.9	0.3
Totals	37,471	1,120	575.8	58.4

grams sponsored by beer and wine advertisers to the number of all radio programs (sponsored and unsponsored) by type of program is as follows:

Type of Program	% of Beer & Wine Sponsored Programs to No. of All Programs In Each Type
Sporting events	17.88
Music	1.95
Drama	0.11
Variety, incl. comedy	0.31
Quiz	0.21
News	1.95
Other	0.18
Overall %	1.62

"If one takes this 1.62%—radio programs sponsored by beer and wine advertisers—and breaks this percent down by type of program, this is the distribution," according to the NARTB survey:

Type of Program Sponsored by Beer & Wine Advertisers	% of Programs Sponsored by Beer & Wine Advertisers In Each Type
Sporting Events	0.56
Music	0.35
Drama	0.01
Variety, incl. comedy	0.02
Quiz	0.01
News	0.66
Other	0.01
Total	1.62

Summary of the composite radio week shows these results:

Day of Week	Total No. of All Spot Announcements	No. of Beer & Wine Spot Announcements	% of Beer & Wine Announcements To All Spot Announcements
Monday	205,833	6,230	3.03
Tuesday	205,699	6,475	3.15
Wednesday	217,230	6,683	3.08
Thursday	225,537	6,971	3.09
Friday	236,653	6,969	2.94
Saturday	170,918	4,862	2.84
Sunday	110,324	920	0.83
Totals	1,372,194	39,110	2.85

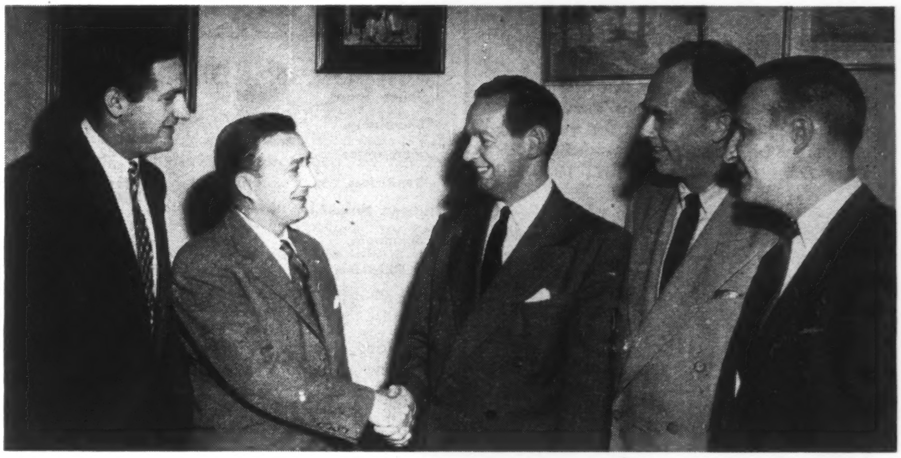
Bristol-Myers Takes Series

BRISTOL-MYERS Co. will sponsor a half-hour series, to be produced by Four Star Productions, Hollywood, on CBS-TV, Sun., 9:30-10 p.m., starting Jan. 30. In addition, Bristol-Myers will become an alternate-week sponsor of *Four Star Playhouse* on CBS-TV, starting Jan. 13, succeeding Parker Pens which is dropping the program. Singer Sewing Machine Co. will continue its alternate week sponsorship of the show. Young & Rubicam, New York, is the agency for all three accounts.

Slater Joins F&S&R

MR. SLATER

TOM SLATER, formerly vice president and director of radio and television at Ruthrauff & Ryan, New York, has been named radio-tv director of Fuller & Smith & Ross, Cleveland. The film-radio-television department in Cleveland is to be divided into a film-visual communication section headed by David G. Adam, who has been with the agency for the past eleven years and director of the department since 1953, and the radio-television section headed by Mr. Slater. Mr. Slater was with Mutual before joining Ruthrauff & Ryan.



GEORGE J. ABRAMS (c), vice president and director of advertising of Block Drug Co., Jersey City, N. J., is greeted at the Poor Richard Club, Philadelphia, by officers of the Television Assn. of Philadelphia. He addressed the association on "The Greatest Thrill in Marketing: Introduction of a New Product." (L to r): Franklin Roberts, tv director of W. S. Roberts Adv. and TAP board chairman; Walter Erickson, tv director of Gray & Rogers and president of TAP; Mr. Abrams; Sherman Gregory, WFIL-TV Philadelphia assistant sales manager and TAP program chairman, and Robert McGredy, WCAU-TV sales manager and treasurer of TAP.

L & N NAMES TOIGO TO SUCCEED NEWELL

ADOLPH J. TOIGO, executive vice president and general manager, has been elected president of Lennen & Newell, New York, by the board of directors [AT DEADLINE, Dec. 27], succeeding the late H. W. Newell.

At the same time the appointment of Thomas C. Butcher as executive vice president was announced by Mr. Toigo.

Mr. Toigo has been with the agency since June 1952, and was with William Esty Co. as vice president of analysis and plans before that. Prior to that association he was with Geyer, Newell & Ganger, Benton & Bowles and John H. Dunham Adv. (no longer in existence).

MR. TOIGO

MR. BUTCHER

Mr. Butcher has been with the agency since 1952. Before joining L & N he was with Esty as vice president and account executive. Prior to that he was assistant advertising manager of Colgate-Palmolive Co. for four years and also he was with Benton & Bowles four years as account executive.

Chrysler Flooded

FLOOD of more than 350,000 letters was received by the Chrysler Corp., Detroit, in response to an offer made by the company in connection with Detroit's Thanksgiving Day parade seen nationally on tv. During the 45-minute telecast, Chrysler, sponsor of the program, offered viewers 11 color cutouts of five fairy-land floats, a band and five cars that participated in the pageant. The Detroit post office reported the response represented the largest bulk of mail for a single addressee ever received in a week.

Craig to Weintraub Jan. 18 As V. P., Radio-Tv Director

MR. CRAIG

WALTER CRAIG, vice president and advertising director of Pharmaceutical Inc., and previously vice president and director of tv and radio as well as a member of the board of Benton & Bowles, Jan. 18 will join William H. Weintraub Co., New York, as vice president and director of radio and tv [CLOSED CIRCUIT, Dec. 27], Elkin Kaufman, president of the agency, announced last week.

A veteran of vaudeville and such Broadway musicals as *Greenwich Village Follies*, *Queen High* and *Lollipop*, Mr. Craig moved from the stage into radio in 1930 as program director of the World Broadcasting System. Later he formed and headed his own producing firm. In 1942 he joined Benton & Bowles, resigning Jan. 1, 1952, when he moved to Pharmaceutical Inc.

Santacroce Joins Ruppert

FREDERICK M. LINDER, president of Jacob Ruppert Brewery, and Milton Biow, chairman of Biow-Beirn-Toigo, announced last week that Thomas Santacroce, vice president in charge of merchandising at Biow for the past five years and loaned to the brewery last August as general sales manager, had been named vice president and director of sales at the Ruppert Brewery, effective last Saturday.

Three Soaps on One Show

IN A SALE said to be the first of its kind, three competing soap manufacturing companies have signed for year-long campaigns on the same show—NBC-TV's *Ding Dong School* (Mon.-Fri., 10-10:30 a.m. EST). George Graham, NBC sales supervisor for the show, said last week the sale was the first involving three major companies in the same field buying into the same tv show.

The advertisers, who have each purchased one 15-minute segment each week, are: Manhattan Soap Co., New York, through Scheideler, Beck & Werner, New York, starting Jan. 20; Procter & Gamble Co., Cincinnati, through Biow-Beirn-Toigo Inc., New York, starting in mid-January, and Colgate-Palmolive Co., Jersey City, through Ted Bates & Co., New York, with starting date to be announced shortly. Products to be advertised on the program are not competitive. Manhattan Soap will advertise its Sweetheart Soap; Procter & Gamble, a new hair set for young girls, and Colgate-Palmolive, Colgate toothpaste.

RORABAUGH NOTES RISE IN SPOT TV

Report says that seven product groups put more in spot tv than they did in spot radio the year before.

THE RISE of spot television to dominance over spot radio in seven product categories during the period between the third quarter of 1953 and the same quarter of 1954 was pointed up last week in a special study by the N. C. Rorabaugh Co.

Noting that in these business categories spot tv volume increased about 100% during the period while spot radio dropped about 50%, the New York research organization said in releasing its figures that "whereas spot radio held a slight edge over spot tv as of the third quarter 1953, one year later spot tv carried more than thrice the dollar volume from the same brands as did spot radio."

The findings are summarized in the accompanying table (it was pointed out that the figures are net, not gross, and were computed by using the maximum frequency discount rates on each station).

Study Is Limited

The report said "it should be emphasized that this study is limited to the brand categories listed in the table. The precise brands covered include those of Colgate-Palmolive Co., Lever Bros. Co., Procter & Gamble Co., Monsanto Chemical Co., Manhattan Soap Co., Armour & Co., B. T. Babbitt Co., Fels & Co., Charles Antell Inc., Andrew Jergens Co., Mrs. Tuckers Co., Swift & Co., Best Foods Inc., Standard Brands Inc., Block Drug Co. and several other national and regional companies."

It also was pointed out that "spot radio totals for the third and fourth quarters of 1953 (only) are identical because original computations for this medium were based on single reports covering a 6-month period, without monthly or quarterly breakdowns. Although the fourth quarter would normally be about 20% higher than the slow summer months of the third quarter, this factor was not applied in view of the steady decline in spot radio billings over the entire 15-month period."

The spot tv figures were based on the quarterly Rorabaugh report on spot television advertising while the spot radio figures were based on an independent survey of radio stations and their representatives.

ESTIMATED EXPENDITURES—NET FOR TIME ONLY

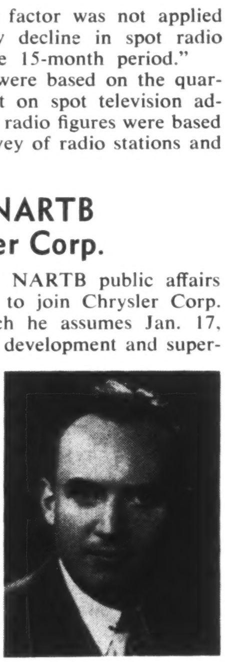
ST—Spot Tv; SR—Spot Radio

		3rd Q 1953	4th Q 1953	1st Q 1954	2nd Q 1954	3rd Q 1954
Detergents	ST	$ 874,658	$1,399,101	$1,157,160	$2,327,278	$1,956,100
	SR	1,484,199	1,484,199	1,063,017	694,824	580,601
Toilet Soaps	ST	297,242	273,272	240,479	305,530	402,078
	SR	338,575	338,575	35,219	95,332	131,620
Shortenings	ST	92,946	97,620	158,843	209,014	269,440
	SR	97,558	97,558	67,595	56,459	69,686
Margarines	ST	42,942	514,836	1,084,022	722,793	240,816
	SR	318,195	318,195	243,569	196,128	69,206
Dentifrices	ST	569,842	1,024,254	1,597,352	1,612,558	1,879,553
	SR	501,488	501,488	443,872	399,283	308,587
Home Permanents	ST	663,421	415,415	337,381	699,289	931,765
	SR	22,583	22,583	19,117	5,722	5,807
Shampoos	ST	422,900	511,043	607,987	388,366	705,902
	SR	342,968	342,968	304,842	319,553	311,289
TOTALS	ST	2,963,951	4,235,541	5,183,224	6,264,828	6,385,654
	SR	3,105,566	3,105,566	2,177,231	1,767,301	1,476,796

15-month totals: Spot Tv—$25,033,198; Spot Radio—$11,632,460

Smith Leaves NARTB To Join Chrysler Corp.

JOHN H. SMITH Jr., NARTB public affairs manager, has resigned to join Chrysler Corp. In the new post, which he assumes Jan. 17, he will be in charge of development and supervision of new public relations projects related to market cultivation, consumer relations and product sales.


MR. SMITH

Mr. Smith is president of American Public Relations Assn. He joined NARTB in 1951 as fm director, developing and supervising a cooperative manufacturer - dealer - broadcaster plan for merchandising fm receivers. He directed the 1952 register-vote campaign which received the top award of American Heritage Foundation and handled public relations for the NARTB Tv Information Committee.

Bissell Carpet Sweeper Sets Drive on NBC-TV

BISSELL CARPET SWEEPER Co., Grand Rapids, Mich., will advertise its carpet sweeper exclusively on NBC-TV *Today* (Mon.-Fri., 7-9 a.m. EST, CST) and *Home* (Mon.-Fri., 11 a.m.-12 noon EST) with a 12-month campaign, starting Jan. 3. The campaign calls for as many as four participations a week on the program through N. W. Ayer & Son, New York.

H. R. Bissell III, president, said that Bissell's exclusive use of NBC-TV for its product during 1955 stemmed from a conviction that "personal demonstrations in selling have never been replaced."

Direct Mail Up 5.62%

ESTIMATED dollar volume of direct mail advertising by American business during November 1954 amounted to $121,381,294, representing a gain of 5.62% over the figure of November 1953, it was reported last week by the Direct Mail Advertising Assn. During the first 11 months of 1954, according to DMAA, some $1,207,410,644 was spent on direct mail advertising said to be an increase of 6.04% over the corresponding period of 1953.

NEW PITCH EXTOLS IMPACT OF RADIO

CBS Radio Spot Sales unveils new advertiser-agency presentation, loaded with facts on coverage and listening habits.

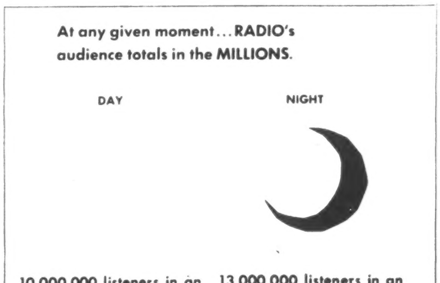
THE VIRTUES of radio in reaching "more people than any other medium" are being pointed up in a new CBS Radio Spot Sales media presentation for advertisers and agencies which is being announced today (Monday) by Henry Flynn, general sales manager.

Under direction of Sherril Taylor, sales promotion manager, the presentation, describing the "continuing success and advantages of radio," is illustrated by color slides, each of which conveys one of radio's vital statistics. The cartooned caricature technique is employed for added effect.

The sales promotion talk already has been presented to 22 General Foods executives in a special showing and soon will be presented to top advertiser people across the country.

The promotion notes that radio is "the most universal mass medium" reaching "practically everybody"—98.3% U. S. homes have one or more radios and only 1.7% homes have no radios. Since 1946, the story goes on, the number of radios has about doubled (from 57,750,000 to 117 million) and from there the presentation covers the domination of multiple set ownership; radio's mobility—being heard all over the house by every member of the family; a recount of people who don't have tv, don't read magazines and don't read newspapers and radio's actual "take" of the average home's day.

Figures of particular interest which the media promotion supplies: In a typical week, 42,880,000 homes, or 92% of all radio homes, spend an average of 20 hours 46 minutes with radio


At any given moment... RADIO's audience totals in the **MILLIONS**.

DAY

NIGHT

10,000,000 listeners in an average mid-day minute.

13,000,000 listeners in an average mid-evening minute.

TYPICAL of the slides in the presentation is this visual explanation of radio's potential audience day and night.

(morning—78.8% of all radio homes; afternoon—81.1% of all radio homes, and night—76% of all radio homes). "At any given moment," the presentation continues, "radio's audience totals in the millions." Some 10 million listeners is the estimate for an average mid-day minute, 13 million for an average mid-evening minute.

Other vital statistics point up radio's increased listening in tv homes—5% in one year (based on September 1952 through January 1953 as compared to September 1953 through January 1954); the quadrupling of radio-equipped automobiles since 1946; percentages added by out-of-home listening according to Pulse figures; the rise of out-of-home audience since 1951; radio's expansion as seen by the number of sets sold and also comparing this number to tv receivers sold.

The presentation extols spot radio as the method enabling "the national advertiser to pinpoint his sales message to exactly the markets he wants to reach without expensive waste coverage." Two "typical" markets—New York and Los Angeles—are examined outlining competitive advantages of spot radio "as a tool for reaching, and selling, lots and lots of people."

Trendex Adds Five Cities To Tv Popularity Report

A "MAJOR expansion" of its service was claimed Thursday by Trendex Inc., which announced an addition of five cities to its current 10-city network tv program popularity report.

The addition of Dallas-Ft. Worth; Denver; Kansas City, Mo.; Minneapolis-St. Paul, and Nashville will be incorporated into Trendex' February report.

Trendex said the cities selected conform to the pattern set by the firm in October 1951 when the original 10 cities were picked. Criteria used is that the cities must be on the interconnected tv network and must be equipped to transmit live the programs of all four tv networks.

In a statement, Trendex reminded that its service, which reports comparative popularity of the tv audience to network tv programs in areas where there is "optimum opportunity" to view the programs of the four tv networks, is distinct from the nationally projectible rating which Trendex said is a percentage figure that when applied against total U. S. tv homes provides program audiences in terms of number of homes. The latter service is more a measure of circulation, Trendex said, adding that both forms of audience measurement "are necessary and are used extensively."

Lewin, Williams & Saylor, Green-Brodie Agencies Merge

LEWIN, WILLIAMS & SAYLOR, advertising agency established in 1921, and Green-Brodie, founded in 1928, merged last week into a single organization to continue under the former's name.

Alan Green and Julian P. Brodie, formerly partners in Green-Brodie, became senior vice presidents, stockholders, directors and members of the agency's plans board.

A. W. Lewin continues as president and Sidney Matthrew Weiss as executive vice president and treasurer of the combined agency. At the same time it was announced that Walter T. Pollock, who has been a vice president of Lewin, Williams & Saylor, will become a senior vice president of the consolidated firm.

Ludgin & Co. Realigns; Bliss Elected President

VINCENT R. BLISS was elected president and Earle Ludgin board chairman in a top-level managerial realignment announced by Earle Ludgin & Co. in Chicago last week.

The promotions were attributed to the "recent rapid growth" of the agency, whose overall billings are estimated to be approximately $10 million, with an increasingly heavy share for radio and television. Share of broadcast billings was understood to be nearing 50% of overall billings.

In other changes, John H. Willmarth was elected executive vice president and general creative director, and Jane Daly, radio-tv director, was named a vice president—first from the distaff side in the agency's history. Its board of directors also was enlarged.

Mr. Ludgin, who founded and headed the agency, will continue to be active in the agency's activities, it was stressed.

Mr. Bliss joined Earle Ludgin & Co. as vice president in 1932 and has been executive vice president since 1946. Before joining Ludgin, he was associated with Albert Pick Co. and marketing interests.

Miss Daly came up through the ranks from secretary in 1942 to assistant timebuyer, timebuyer and finally radio-tv director. Mr. Willmarth joined the agency in 1930 as art director and later became executive art director and vice president.

New directors are John H. Baxter, George A. Rink and Ralph E. Whiting, bringing board membership to nine. The agency now has seven vice presidents.

—LATEST RATINGS—

ARB

Week of Dec. 1 through 7 (Tv)

	Program	Rating
1.	Dragnet (NBC)	51.9
2.	You Bet Your Life (NBC)	50.4
3.	Jackie Gleason (CBS)	50.1
4.	I Love Lucy (CBS)	49.6
5.	Toast of the Town (CBS)	49.2
6.	Bob Hope (NBC)	43.4
7.	Two for the Money (CBS)	41.2
8.	This Is Your Life (NBC)	40.2
9.	Disneyland (ABC)	39.3
10.	George Gobel (NBC)	39.2

	Program	Viewers in Millions
1.	Toast of the Town (CBS)	43,860
2.	Jackie Glesaon (CBS)	43,100
3.	You Bet Your Life (NBC)	40,250
4.	Dragnet (NBC)	39,300
5.	I Love Lucy (CBS)	38,580
6.	Bob Hope (NBC)	36,280
7.	Disneyland (ABC)	35,730
8.	Two for the Money (CBS)	31,680
9.	George Gobel (NBC)	31,210
10.	Your Hit Parade (NBC)	30,240

NIELSEN

Two Weeks Ending Nov. 27, 1954 (Tv)

Number of Tv Homes Reached

Rank	Program	Homes (000)
1.	Jackie Gleason (CBS)	14,734
2.	Toast of the Town (CBS)	14,578
3.	I Love Lucy (CBS)	14,122
4.	Buick-Berle Show (NBC)	13,576
5.	Dragnet (NBC)	12,212
6.	Disneyland (ABC)	12,015
7.	Martha Raye (Hazel Bishop) (NBC)	11,906
8.	Max Liebman Presents (NBC)	11,708
9.	You Bet Your Life (NBC)	11,312
10.	Jack Benny Show (CBS)	11,132

Per Cent of Tv Homes Reached
Program Station Basis

Rank	Program	Homes %
1.	Jackie Gleason (CBS)	53.0
2.	Toast of the Town (CBS)	52.1
3.	I Love Lucy (CBS)	48.9
4.	Buick-Berle Show (NBC)	47.6
5.	Disneyland (ABC)	44.4
6.	Dragnet (NBC)	43.0
7.	Martha Raye (Hazel Bishop) (NBC)	42.1
8.	Max Liebman Presents (NBC)	41.4
9.	Jack Benny Show (CBS)	39.7
10.	Pabst Blue Ribbon Bouts (CBS)	39.5

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MR. LUDGIN

MR. BLISS

MR. WILLMARTH

MISS DALY

Baker, SAMS President, Takes MRCA Vice Presidency

DR. KENNETH H. BAKER, president of Standard Audit & Measurement Service, has been named vice president of Market Research Corp. of America, in charge of media analysis and special media studies for MRCA clients.

Widely known in radio and tv, both through the SAMS national audience measurement survey conducted under his direction a few years ago and as a former director of research for NARTB, Dr. Baker in his new post will report directly to MRCA President Samuel G. Barton.

He will be in charge of analyzing weekly reports from the firm's panel of 5,800 families. While this work deals primarily with magazines, newspapers, and Sunday supplements, he also will have charge of the analysis of special studies in other media, including radio and television.

Subscribers to the SAMS survey data, meanwhile, are continuing to be serviced by Statistical Tabulating Co., which SAMS operated as a subsidiary.

Ballantine Buys Baseball

P. BALLANTINE & Sons, Newark, will sponsor coverage of Phillies baseball games at home and away over radio and television in 1955. The Ballantine agreement calls for telecasting of the Phillies' opening game at home and approximately 28 other Saturday, Sunday and holiday home games. In addition Ballantine will share sponsorship in telecasting of away games. On television, games will be carried alternately by WPTZ (TV) and WFIL-TV, both in Philadelphia, and on radio by WIP Philadelphia. J. Walter Thompson Co., New York, is agency.

THE KATZ DRUG Co., Kansas City, has purchased on KCMO-TV there the General Teleradio Major A feature films to be shown as the *Katz Million Dollar Movies*. The 52-week contract is agreed to by (l to r): Lee Marts, KCMO-TV sales; Clif Nothdurft, account executive, Bruce B. Brewer & Co.; Marvin Katz, drug firm vice president; E. K. (Joe) Hartenbower, KCMO-TV general manager, and J. Norman Gosney, Katz assistant merchandise manager.

Heinz Sponsors TPA Film

H. J. HEINZ CO. (canned food), Pittsburgh, through Maxon Inc., New York, will sponsor a Television Programs of America property, *Captain Gallant* on NBC-TV, Sundays, 5:30-6 p.m. starting in mid-February at a cost reported to be approximately $2 million. The series, featuring Buster Crabbe and his son, was shot in Africa. Negotiations also are underway for TPA to syndicate the feature in all markets except the 66 where Heinz will carry the series.

SPOT NEW BUSINESS

White King Soap Co., L. A., for new detergent "D," plans heavy spot announcement campaign using 20-second and one-minute animated and live spots in all major western markets, starting Feb. 1. Agency: Raymond Morgan Co., Hollywood.

Tide Water Associated Oil Co., S. F., starts Saturday night broadcasts of 28 Pacific Coast Conference basketball games on 40 California, Washington, Oregon and Idaho ABC Radio stations for two months from Jan. 8. Agency: Buchanan & Co., S. F.

NETWORK NEW BUSINESS

American Chicle Co. (chewing gum), Long Island City, N. Y., has canceled yearend radio-tv spot campaign to put budget into co-sponsorship of *Zoo Parade* on NBC-TV Sundays. Agency: Dancer-Fitzgerald-Sample, N. Y.

Union Oil Co. of Calif., L. A., starts *Frank Goss News* on 28 Columbia Pacific Radio Network stations (Mon.-Fri., 7:30-7:45 a.m. PST) for 52 weeks from Feb. 7. Agency: Young & Rubicam Inc., L. A.

Mutual Benefit Health & Accident Assn., Omaha, Neb., to sponsor first quarter-hour of 90-minute *Arthur Godfrey Time* (CBS Radio, Mon.-Fri., 10-11:30 a.m. EST), effective Jan. 13. Agency: Bozell & Jacobs, Omaha.

R. T. French Co. (condiments), Rochester, N. Y., will sponsor Wednesday program of *World of Mr. Sweeney* (NBC-TV, Mon.-Fri., 4:30-4:45 p.m. EST) for 26 weeks, starting Jan. 5. Agency: J. Walter Thompson Co., N. Y.

Brown & Williamson Tobacco Corp. (Kool cigarettes), Louisville, Ky., to sponsor news show with Kenneth Banghart on NBC Radio (Wed., 8:30-8:35 p.m. EST), effective Jan. 5. Agency: Ted Bates & Co., N. Y.

Columbia Records, N. Y., to sponsor *Life With Father* on CBS-TV in Tues., 8-8:30 p.m. period, effective tomorrow (Tues.) instead of planned sponsorship of *Adventures of Kingfish*, whose start is being postponed until later date. Agency: Ted Bates & Co., N. Y.

AGENCY APPOINTMENTS

WIBG Philadelphia appoints M. Evans Richmond Agency, same city, replacing W. Wallace Orr Inc., that city.

Brown Food Processors Inc., Lansing, Mich., appoints Schwimmer & Scott, Chicago. Radio-tv is planned.

Corn King Co., Cedar Rapids, Iowa; **Associated Hospitals Service Inc.,** Sioux City, and **Cowles Broadcasting Co.** (KRNT-AM-FM Des Moines, KVTV (TV) Sioux City, WNAX Yankton, S. D.), appoint W. D. Lyon Co., Cedar Rapids.

Hope & Anchor Breweries Ltd., N. Y., has appointed Anderson & Cairns, same city.

Roman Meal Co. (cereal), Tacoma, Wash., names Roy S. Durstine Inc., N. Y., with account to be serviced by S. F., L. A. and N. Y. offices. Media plans undecided.

Frank Fehr Brewing Co., Louisville, Ky., has appointed Dolley Adv., N. Y., for its X-L and Liquid Gold Beers. Account has been handled by McCann-Erickson previous to Jan. 1.

Movado Watch Agency Inc., N. Y., has appointed Blaine-Thompson Co., same city.

Colden Mfg. Co., Newark, N. J., has named Wexton Co., N. Y., for crib mattress. Radio-tv spots will be used.

A&A PEOPLE

E. W. Leach, account executive, Henri, Hurst & McDonald, Chicago, elected vice president; **D. Neville Mainguy,** formerly head of own agency, to Henri, Hurst & McDonald as vice president and assistant to president.

Karl G. Manhardt and **Seymour I. Goodman,** account executives, Ellis Adv. Co., Buffalo, N. Y., elected vice presidents and plans board members.

Donald H. McCollum, director of client relations, Schwerin Research Corp., N. Y., elected vice president; **Jay H. Rick,** formerly on faculty, Lake Forest (Ill.) College, to testing div. of company.

Robert D. Work Jr., associate copy director, Young & Rubicam, N. Y., appointed vice president.

Arthur V. Mountrey, account executive, Compton Adv., N. Y., elected vice president.

Alan D. Lehmann, BBDO, N. Y., elected vice president in Buffalo, N. Y., office; **Bob Chaney,** vice president, BBDO, N. Y., appointed manager of Minneapolis office, succeeding **J. C. Cornelius,** resigned.

James M. Cecil Jr., formerly merchandising director and account executive, Cecil & Presbrey Inc. (now defunct), N. Y., elected vice president, John Shrager Inc., same city.

Eugene G. Elston to W. D. Lyon Co., Cedar Rapids, Iowa, as radio-tv director; **James R. Miller** to creative dept. of agency; **Lou G. Robley** to account service department.

John R. Markey, formerly in charge of merchandising on West Coast, NBC, to Roy S. Durstine Inc., S. F. office, as merchandising manager.

Teri Segur, former assistant to president, H. M. Gross Co., Chicago, to Philip J. Meany Co., L. A., as production manager.

Fred Williams to Campbell-Mithun Inc., Chicago, as account executive.

Hub Terry, formerly sales representative, WIS-AM-FM-TV Columbia, S. C., to Tom Daisley Adv., same city, as account executive; **Terrell Stone** to agency as artist.

Richard Hess, account executive and layout artist, Advertisers Production Agency, L. A., to John Kemp Adv., Hollywood, in similar position.

Wayne Palmer, account executive, Young & Rubicam, L. A., to Doyle Dane Bernbach, same city, in similar capacity.

Michael Riese, formerly with E. T. Howard Co., N. Y., appointed copy chief, Emil Mogul Co., same city.

Raymond P. Calt, Young & Rubicam, N. Y., to Calkins & Holden, same city, effective today (Mon.), as copy director.

William Harris Sapiro, copy group head, Macy's, New York, to creative dept., McCann-Erickson, same city, as senior writer.

James F. Quinn, vice president, Ross Roy Inc., Detroit, appointed Chicago office manager, succeeding **John G. Fogarty,** resigned.

Dinner Theatre

ranks 12th among all shows in Detroit after only six weeks on the air

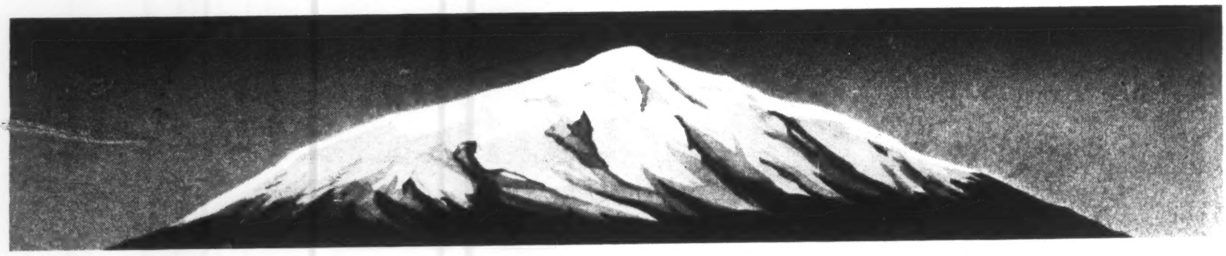
A 33 rating in six weeks! Here's a unique idea that has scored a resounding success! A magician MC plays host to a different group of Detroit children each day. They actually eat dinner on camera while they watch the "Little Rascals" comedy films (left) starring Jackie Cooper, Dickie Moore, Alfalfa, Farina, Spanky MacFarland. Adults, who remember seeing these famous comedies as children, enjoy them as much as today's youngsters. Proof: *Recent contest announcements on the show brought 7000 entries, 90% from women. The latest rating as high as 33!*

Weekdays, 6:00 to 6:30 P.M.

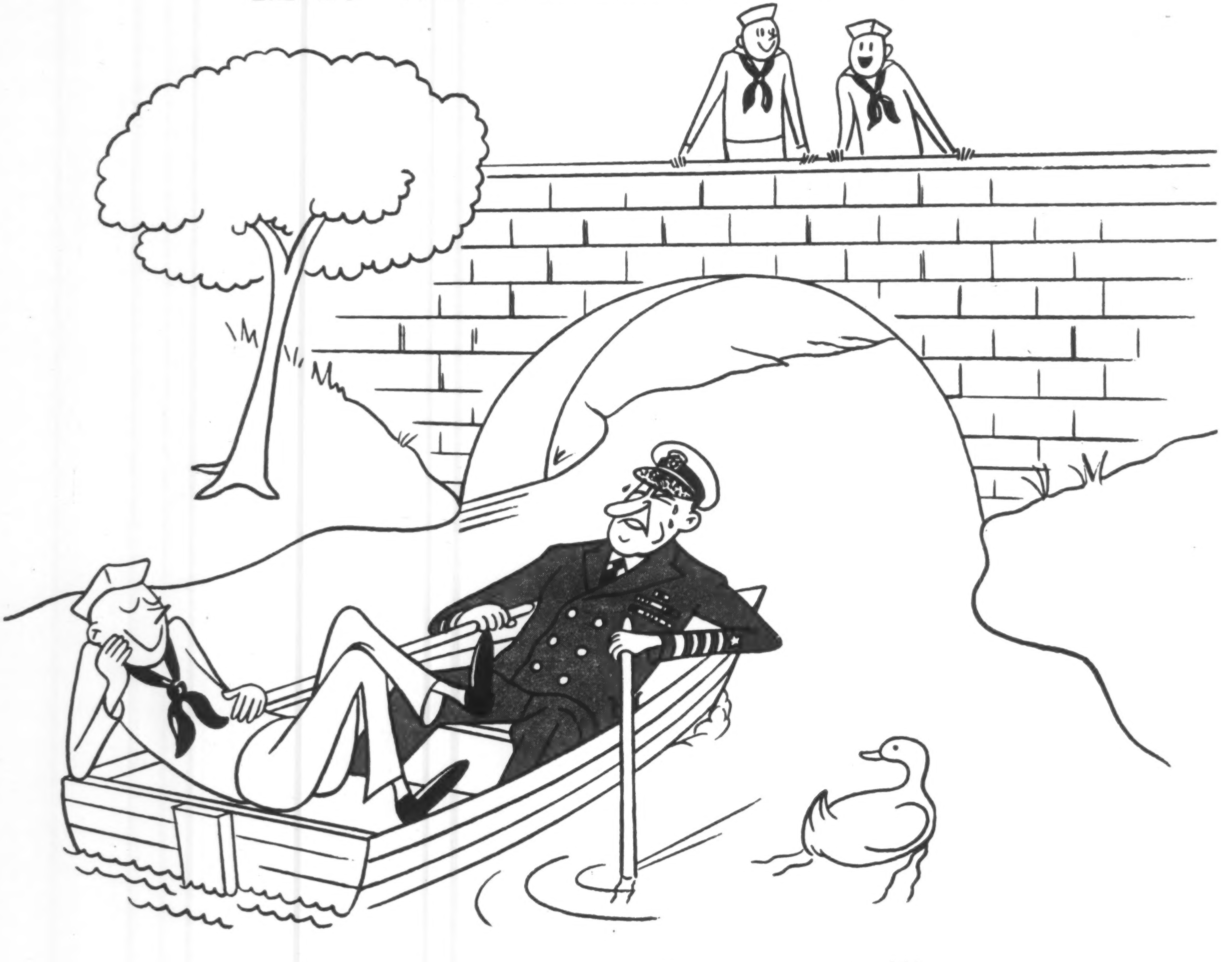
wxyz·tv

CHANNEL 7 · DETROIT

Represented Nationally by Blair, TV, Inc.



MT. WASHINGTON TV



"Best darn salesman I've ever seen!"

And Mt. Washington TV is "the best darn salesman *you've* ever seen!" No wonder the sponsors of Disneyland, Jackie Gleason, Climax and Shower of Stars . . . to mention a few, have been sold on the Mountain. It reaches most of Maine, New Hampshire and Vermont at about half the cost of any other 3 TV stations in the area combined.

CBS-ABC WMTW **Channel 8**

John H. Norton, Jr., Vice Pres. and General Manager **REPRESENTED NATIONALLY BY HARRINGTON, RIGHTER & PARSONS, Inc.**

TIN PAN ALLEY IN THE OZARKS

COUNTRY MUSIC IS BIG BUSINESS FOR RADIOZARK ENTERPRISES

IN THE mountain regions of the southern United States there flourishes a commodity which until radio came along was seldom produced for export. This mountain-grown product is "country" or hillbilly" music, which almost solely through the aural medium has been lifted from the "front porch" or "hayloft" category of entertainment to a multi-million-dollar industry which sometimes out-rattles the din coming from a certain, much more publicized, alley.

In Springfield, Mo., spang in the middle of the Ozarks, is a 10-year-old group of enterprises which has been straining mightily to make that city the center of the country music world. This inordinate ambition is not entirely out of tune with the possibilities when it is considered that RadiOzark Enterprises has precipitated an estimated $2 million business, boasts a slew of the biggest names in the country music field and has behind the whole shootin' match a mastermind who has been in rural radio since 1926.

He is Ralph D. Foster, president and general manager of KWTO Springfield. Besides KWTO and RadiOzark Enterprises, a transcription-production-syndication firm, the Foster interests embrace the Earl Barton music publishing firm and Top Talent Inc., a booking organization, all operating exclusively in the country music field.

If there ever was any doubt about Mr. Foster's intentions to make KWTO and Springfield the "crossroads" for hill country hoedown rhythms, it was hurriedly buried last summer when the RadiOzark principal signed on one Clyde Julian Foley, a sandy-haired native Kentuckian known to his friends, his fans and the trade as "Red."

Red Foley is to country music what Louis Armstrong is to jazz. The 44-year-old vocalist-guitarist-m.c. headlined Nashville's famous *Grand Ole Opry* (WSM-NBC-Prince Albert Tobacco) for eight years and sales of his records have topped 24 million.

Mr. Foster and his associates in RadiOzark Enterprises, *et al.*, decided to build around Mr. Foley a new, Saturday night stage-and-radio show, *The Ozark Jubilee,* to run 2½ hours on KWTO. Mr. Foley's 25-minute open-end portion of the *Jubilee* made its first appearance on KWTO last July 17 and three weeks later was snapped up by ABC Radio.

Ralph Donald Foster first became intrigued with radio in 1926, when he persuaded his partner in a St. Joseph, Mo., tire business that they should devote some 40 square feet of their shop to a radio studio to provide an outlet for their hobby, vocalizing.

The roseate opportunities in commercial radio dawned rather suddenly one day when Mr. Foster provided the local police with a two-block traffic tie-up in front of the shop with his broadcast offer of a free ashtray for the first 100 customers to visit the tire store. In very short order the cubbyhole sideline grew into a fulltime occupation.

Mr. Foster's first commercial station, KGBX, was moved from St. Joseph to Springfield in 1932 where he was joined in the new enterprise by the late C. Arthur Johnson, St. Joseph banker, and Lester E. Cox, Springfield industrialist. Mr. Johnson continued in the operation as vice president and treasurer until his death in January 1953. Mr. Cox today serves as board chairman of the Foster radio organization.

The next year KWTO was established as a sister operation. The new station was designed, in the words of a KWTO publicity man, "to reach every deer lick, rabbit warren and 'hawg waller' in the Ozarks." At almost the same time Mr. Foster came up with the formula that after a couple of decades remains the KWTO trademark: professional country music entertainment (KWTO always has carried a staff of at least two dozen artists), plenty of farm-service features and all-around good neighborliness.

Mr. Foster's foray into the production-and-syndication field began rather modestly in 1944, shortly after the FCC had ordered that KWTO and KGBX ownership be sep-

'THE OZARK JUBILEE' ONSTAGE AT SPRINGFIELD'S JEWELL THEATRE

MR. FOSTER

MR. FOLEY

arated and the latter outlet was sold to other interests.

The Assembly of God Church, which makes its national healquarters in Springfield, was persuaded by Leslie L. Kennon, then the station's commercial manager, to put a weekly half-hour program on KWTO. *Sermons in Song* met with such gratifying local success that Mr. Kennon sold the religious group on letting KWTO transcribe the program and arrange for its broadcast on nearly 200 other stations. Today Leslie Kennon is KWTO vice president.

Sermons in Song was so well received in its first year that it won the national Churchill Award for good taste and showmanlike presentation of a religious theme. And Ralph Foster began envisioning an organization that could make network-calibre entertainment available on discs to local stations.

By 1947, RadiOzark Enterprises Inc. was a going concern, with Mr. Foster as its head. Named vice president were E. E. Siman Jr., who was instrumental in producing the religious program, and later, John B. Mahaffey. The Siman-Mahaffey team now actively directs the firm's energetic production schedule.

That Mr. Foster and associates embarked upon a rewarding adventure is long since patent. Although the first series, *Saddle Rockin' Rhythm,* now has been outstripped by more recent acquisitions to the RadiOzark roster, it still is a "very active" property, the firm's president says.

Among the best-sellers of RadiOzark's 25-minute open-enders is *The Smiley Burnette Show,* featuring Smiley Burnette, a cowboy singer who first made a name furnishing comic relief as the hard-ridin' pal of radio-tv-screen singer Gene Autry in Hollywood western movies. After six years in the Foster fold, Mr. Burnette is still a top hand at RadiOzark, with his shows carried by hundreds of stations.

Another production foremost on the firm's sales list is the *Tennessee Ernie Show.* When *Ernie* was released in the spring of 1954 it met with such happy acceptance from station operators that Messrs. Siman and Mahaffey, even before the 260-show series was completed, began casting about for another "name" to furnish the desirable talent for a new open-ender.

It was about this time that Mr. Foster had begun to think in terms of Springfield's new destiny as the "Crossroads of Country Music." And thus it was, when Red Foley stepped out of the wing, he found Mr. Foster waiting with a fountain pen.

When word of Mr. Foley's new affiliation hit the trade press, more than a dozen other major-label recording artists followed the talented troubadour to the new Ozarkian mecca. And RadiOzark Enterprises Inc. began to take on the aspects of a snowball.

Since most performers in the country music business maintain their "names" via phonograph records and a weekly radio show, and depend largely on personal appearances for their livelihoods, the next Foster move was to create a booking agency for the RadiOzark musicians.

The result was Top Talent Inc. The infant firm, with C. R. (Lou) Black, former KWTO program director, as general manager, provides talent for upward of 35 personal appearances a week for Springfield-based country stars. During a typical week these will range from one-act bills at little red schoolhouses in the hill country to big-time promotions as far away as Philadelphia, Dallas, St. Petersburg and Toronto.

With a growing stable of guitarists, fiddlers and vocalists, Mr. Foster's next step was to provide an additional outlet for their various abilities; whereupon, Earl Barton Music Inc. was formed, about which Mr. Foster comments: "Country musicians are, by and large, their own composers. It was only natural that we should give them an additional outlet for their talents with a local music publishing firm."

The music publishing entity, operated by the Siman-Mahaffey team and Don Richardson, RadiOzark promotion man, bagged a song hit during its first few months with a tune aptly titled "Trademark." Written by a KWTO staff member, the song ranked second that year in sales for Columbia Records' country-and-western department.

RadiOzark's sales efforts have netted such national accounts as Staley's Sweetose waffle syrup and Sta-Flo liquid starch, United States Tobacco Co., Imperial Tobacco of Canada Ltd., Bromo-Quinine, Orange Crush, International Milling Co., General Mills and Ford Tractor.

Besides its open-end packages, RadiOzark produces a fair-sized list of tailor-made shows, notably *The George Morgan-Robin Hood Flour Show,* aired on nearly 100 outlets for International Milling, and *The Bill Ring Show,* heard for two years on ABC Radio and now presented via transcription on a number of Keystone outlets.

Today the number of U. S. and Canadian radio stations carrying RadiOzark programs runs more than a thousand. While RadiOzark still maintains headquarters in the KWTO building in Springfield, Messrs. Siman and Mahaffey regularly conduct production schedule in Hollywood. Major labels on which RadiOzark stars are recorded include RCA Victor, Columbia, Decca, Capitol and others.

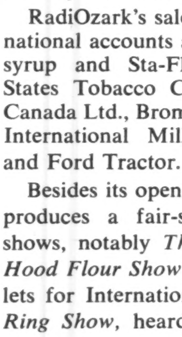
When Messrs. Foster and Foley put their heads together to plot the course of the 2½-hour Saturday night *Ozark Jubilee* it was decided to lease Springfield's 1,000-seat, air-conditioned Jewell Theatre, which had been darkened for some time, as an arena for KWTO's tandem of talent.

Located a half-block off U. S. Route 66 in Springfield's business district, the theatre has had standing-room-only crowds every Saturday. Requests for tickets, a glowing management avers, have been received from every state in the Union since ABC Radio began carrying the 25-minute Foley portion of *Jubilee*. Some of those attending, no doubt, have been spurred by a chamber-of-commerce-type piece, sung on the spot by the able Mr. Foley at the slightest provocation, inviting one and all to join in "The Springfield Run."

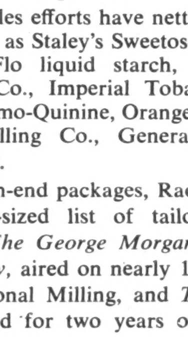
During the remaining six nights of the week the members of the *Jubilee* cast—currently 55—are playing Top Talent bookings around the country, while the theatre is rented out to other parties, which to date have included such undertakings as conventions, sales meetings, revivals and fashion shows.

Although Mr. Foster relaxes occasionally at his "Lake of the Woods" farm, his talent for showmanship often is directed to other activities. One such was a fund drive for a new crippled children's hospital, which he led as potentate of the local Shrine. Result: the campaign was over-subscribed by $100,000, making possible a hospital larger than originally planned.

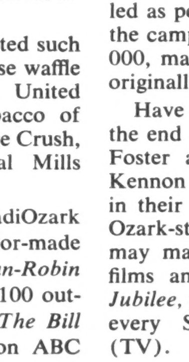
Have RadiOzark and its president reached the end of their major potentialities? Ralph Foster and KWTO Vice President Leslie Kennon have not been overlooking any bets in their efforts for an even greater rash of Ozark-style country music. And RadiOzark may make an early debut into syndicated films and live-network telecasts of *Ozark Jubilee,* portions of which already are carried every Saturday on Springfield's KYTV (TV).



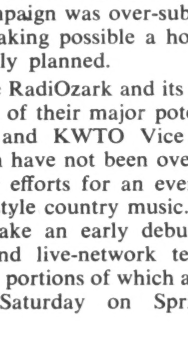
MR. COX



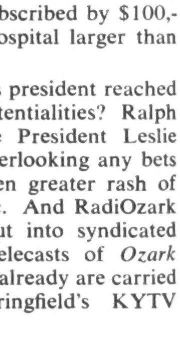
MR. KENNON



MR. SIMAN



MR. MAHAFFEY



MR. BLACK

MACHINE ACCOUNTING

IT'S A BOON TO THE RADIO STATION OPERATOR, ONE REPORTS

By Robert Smith

RADIO STATION accounting is either master of, or a most capable assistant to, management—depending upon the reliability and timeliness of the information provided. Obviously, accounting information must be accurate and, in radio more than in most lines of endeavor, time is definitely of the essence.

It seems to me that successful management in radio may be materially influenced by having accounting facts readily accessible to be applied in reaching decisions on most station operating policies such as programming, production, sales, engineering, financing and the like.

Many jobs can be done poorly or halfheartedly without ever causing serious financial loss. An inaccurate or "estimating" method of accounting, however, is going to catch up, sooner or later, with the station using it. Accounting is the eyes and ears of the radio or tv executive. If it gives him inaccurate or inadequate information, he is "running blind."

While it is true that there are a great many apparently successful broadcasting companies using poor accounting methods, how long is this situation going to last? Let's face the fact that conditions up to a short time ago were, in many instances, not too competitive. Stations made money in spite of their deficiencies, not because of them. That picture is changing now.

We used to do all accounting on a pen and ink basis, and we had a very complete system, too, with all the information we needed. The only trouble was that much of this information took so long to prepare that by the time I got hold of it, it was practically worthless. Further, many things that I would have liked to know were "buried" in such a manner that it was not practical for me to dig them out.

We determined to find a really efficient method of accounting, even if it meant employing more people and incurring considerable extra expense. (As it turned out, we saved money.) Up-to-date, accurate information was needed for our radio operations, to begin with. Though we had what might be considered an excellent hand system of accounting, it was not good enough.

We are planning to go into television soon, so accounting is now doubly important to us. Television will mean a several hundred per cent increase in capitalization, revenues and expenses. Therefore, proper financing, possible only through detailed, up-to-the minute accounting information, will be even more necessary.

With our new system (which we would have installed regardless of tv consideration), we are all set up to go into television, smoothly handle all accounting problems, and know what we are doing from the very first day of operation.

I am going to describe for you the procedures under our new machine system, but first let me go over some of the benefits we get out of it:

(1) All revenue accounts are now posted on a daily basis. We have instantaneous figures for cash receipts and business rendered for the day, as well as these same figures for the month to date. We can always tell what our expectation of business for the entire month will be and what our cash requirements are going to be. There is no sense tying up working capital that you don't need. Control of financing is one of the major factors in profits.

(2) Since each individual account is always up to date, I can look at an account at any time and see how much time and what kind of time is being bought as compared with the previous month or the last quarter, etc. This ability to scan accounts and see how they are going is invaluable to me.

> *IN the Dec. 20 issue of B•T, economist Peter R. Levin stressed the importance of basing management decisions on up-to-date figures of income and expense. Here, station owner-operator Robert Smith (president of Appalachian Broadcasting Corp.) tells how machine accounting keeps his station's (WCYB Bristol, Va.) records up-to-date every day instead of only once a month.*

(3) The end-of-the-month rush and confusion of adding accounts, balancing, preparing statements and so forth is entirely eliminated, since this work is accomplished automatically by machine throughout the month.

(4) The payroll records are now such that I can tell at a glance, even while signing the checks, how much talent is being sold and how much commission is being earned by all featured personnel. Our general time schedule ties in, for the most part, with certain featured people on the payroll. By looking at the payroll as it is now prepared, we can tell how well a particular program is going. It is also immediately apparent whether or not a feature personality is being sold. If not, it may be that the sales department is not selling it; it may be a matter of poor relations between salespeople and that personality; it may be that the featured person is becoming less effective, etc. At any rate, we find out.

The combination of payroll and daily accounts receivable figures provides the major topic of discussion at daily meetings, where department heads are answerable for any unusual circumstance reflected by our figures.

(5) We know, on a day-to-day basis, what availabilities we have and where sales efforts should be directed, knowledge vital to a truly efficient operation.

(6) The records produced by the machine are presented in a way that greatly reduces the number of times I have to go through the accounting records, yet the few times a month that I do go through them provide far more information than I ever had before. It is impossible to estimate the amount of time and effort this has saved. I have been spending a lot of time in Washington in an effort to win approval for television; what we would have done during this period without our present system I don't know.

(7) New procedures substantially reduce the need for outside professional accounting service.

The Machine System

Revenue Accounts—Step 1

Original orders, made up from the contract for scheduling purposes, are filed alphabetically and are checked daily against the station log. Any variation in time is noted on a clip sheet, which is then attached to the order affected on the indicated day.

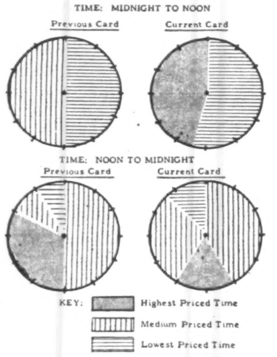
The machine operator posts daily from the order forms. Posting is done simultaneously to the client's statement, to the individual revenue ledger, and to the revenue journal. If the order requires an affidavit, the posting procedure is identical, except that instead of inserting the client's statement and ledger in the machine, a three-part affidavit form, headed up by advertiser and participating sponsor, is inserted and posted. Statements and ledgers, as well as affidavit forms, are kept filed alphabetically in a "posting tray."

Needless to say, one client may do advertising on his own and also have advertising that is supported by a participating sponsor. This makes absolutely no difference what-

PRICING REALISTICALLY AT KXYZ

A NEW TYPE of rate card, termed "Realistic Pricing Method," has been adopted by KXYZ Houston. It is based on the station's "demonstrated share of the Houston audience" and uses new time classifications.

This departure from conventional rate-card techniques was adopted after a series of conferences with Avery-Knodel Inc., which last autumn was appointed by KXYZ as its national representative.



All time classifications of KXYZ were reappraised in line with audience data, along with listening habits and competitive station costs. The new evaluation is a departure from the normal formula based on total number of radio homes with sets turned on in the market.

When analysis showed "an almost steady percentage of homes listening to their radios throughout the day until the late evening period," RPM permitted a higher rate during a number of hours during the day, with downward adjustment in others. A higher value is assigned 8 a.m.-noon time under RPM as well as 5-6 p.m. On the other hand, a lower value is given afternoon time and evening time after 7 p.m.

The chart shows that KXYZ now has 7½ hours of prime time compared to the previous 4 hours. The amount of daily time in the medium-priced bracket is almost halved.

Recalling that KXYZ's past record in delivering circulation and such items as number of radio homes, sets-in-use, traffic flow and other general data had been considered in arriving at RPM, Arthur H. McCoy, radio sales manager of Avery-Knodel's New York office, said the card is "realistic in every sense and enables every time segment to stand on its own feet."

Fred Nahas, KXYZ executive vice president and general manager, said RPM "marks the point where the ostrich takes his head out of the ground and adjusts his thinking to a completely realistic level." He said the station is spending large sums for new programming and fresh program ideas. A 7-8 p.m. adventure strip has been started and promotion is backing up this program planning.

RPM will continue on a flexible basis as to individual time classifications as well as to costs in the three time groupings, according to KXYZ. If a given period appears to be worth more, the rate will be adjusted accordingly—and vice versa.

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ever in posting procedure. All independent advertising is posted to the client's statement and ledger; all time partly paid for by a participating sponsor is posted to an affidavit form.

The machine (a National "Class 31") automatically computes and prints the balance to date on statement and ledger—or on the affidavit—each time a posting takes place. At the same time, revenue is analyzed in the columns at the right side of the journal. Most of our revenue falls into accounts 201, 202, 203 and 204; miscellaneous revenue is entered in the "Other Revenue" column and identified by an account number. The zeros in the extreme right-hand column provide a line-by-line proof of posting accuracy. If the operator makes an error, the "31" will print the amount of that error, instead of zeros, and it is then immediately found and corrected.

As postings occur, the journal columns are accumulated automatically by the machine; these totals are posted to the various control accounts (accounts receivable, local programs, sale of talent, etc.).

Notice how simple this is from an operational viewpoint. The machine operator simply enters the figures to statement and ledger or affidavit from the original order. When she is finished, she clears the machine and posts the totals to the control accounts. All of the "labor" is done automatically by the Class 31 machine—and all records are completed simultaneously.

Revenue Accounts—Step 2

You will recall that the affidavit form is in three parts. At the end of the month, the affidavits are pulled from the alphabetical file. The first two copies are removed; one goes to the participating sponsor, and the duplicate is for the advertiser.

The third copy is used to transfer charges. This copy is inserted in the machine and the total charge is credited, reducing the balance on the affidavit to zero. The advertiser's statement and ledger are then inserted in the machine and the total amount credited on the affidavit is charged in total to the advertiser's account. We use the cash receipts journal for this operation.

After all affidavits have been transferred, the machine should contain debit and credit totals that agree. Although the accounts receivable control account is of course not changed by this operation, we enter the debit and credit "washout" totals as a matter of good practice.

This method of handling affidavits as charges occur throughout the month, and then transferring only the total charge, works out perfectly for us and eliminates many previous hand system headaches. The records for both client and participating sponsor are complete in every detail, and the major month-end job of preparing affidavits no longer exists.

Revenue Accounts—Cash Receipts

Posting of cash receipts is very similar to posting charges. The client's statement, the individual revenue ledger card, and the cash receipts journal are all prepared simultaneously. Computation of balances, proof and footing of journal columns are of course fully automatic.

Miscellaneous cash receipts (not affecting clients' accounts) are posted directly to the appropriate revenue account and are at the same time recorded in the cash receipts journal.

Payroll

Five payroll records are created simultaneously on the machine: the earnings record, employe's pay statement, check, payroll journal and check register (which is really the right side of the payroll journal). The "31" automatically computes gross and net pay and automatically figures and prints to-date totals for earnings, F. I. C. and withholding tax, on the earnings record. All journal columns, including those for the various deductions, add vertically as the payroll is being written.

From my own viewpoint, it is the records produced that are most important. The check stub (employe's pay statement) shows the whole picture at a glance, both as to earnings and deductions. The earnings records are such that I can see instantly how much an employee has earned for the year to date and how he has earned it.

W-2's and 941a reports are another machine job. The "Class 31" machine automatically computes earnings subject to F. I. C. and automatically figures the amount subject to report according to both state and federal requirements. Page totals are automatically accumulated by the machine and control totals for balancing purposes are also provided. The job takes 30 minutes!

Other Accounting

Accounts payable and general ledger are other jobs that we plan to put on the machine. (This particular machine will handle almost any kind of bookkeeping work, since its functions are controlled by "form bars" at the front. One form bar can be removed and another inserted in its place in a matter of seconds. This changes the entire operation of the machine.)

Ease of Training

There is no problem in teaching someone to operate the "31" machine. Figures are entered on a keyboard just like the one on an adding machine; description is typed in on a standard keyboard electric typewriter, which is a part of the machine.

We had some difficulty in convincing our accountants of the merits of machine accounting—and then we had trouble finding the right machine. But we did it. And we have found that machine accounting is far faster and more accurate than pen and ink methods, provides much more useful information in readable form, and that it also takes all the "headaches" away—for instance, the month-end rush of looking for trial balance errors, preparing statements, writing out affidavits and so on. All of that is already done.

I am in a position now to keep my fingers on the pulse of the business at every moment. Further, we will assume the work of television accounting without so much as a ripple of difficulty.

ON THE AIR FROM 7A.M. TO 1A.M.

basic CBS shows + top ABC shows

+ ST. LOUIS' FAVORITE PERSONALITIES

ED WILSON
4:15 — 5:00 P. M.

TOM DAILEY
12:30 — 1:00 P. M.

GIL NEWSOME =
5:00 — 5:30 P. M.

UNBEATABLE ENTERTAINMENT

AND

ZOOMING SALES

FOR YOU

you'll sell more...

in St. Louis on channel 4

1,560,000 POPULATION
100,000 WATTS — OVER 650,000 RECEIVERS
Represented Nationally by THE KATZ AGENCY, INC.

KWK-TV

CBS TELEVISION NETWORK

ZIV TV PURCHASES NATIONAL STUDIOS

The $1.4 million purchase gives Ziv what is reportedly the most elaborate tv studios for syndicated tv film.

PURCHASE by Ziv Television Programs Inc. of the American National Studios (formerly Eagle-Lion Pathe) in Los Angeles for $1.4 million was announced last week by John L. Sinn, president of Ziv Tv.

The studios, said to be one of the major producting units on the West Coast, will be renamed the Ziv Television Studios. Mr. Sinn said the studios will provide Ziv with "the most elaborate television studios ever used by a syndicated television film producer." They cover more than six acres and include completely equipped sound stages.

Mr. Sinn said the new facilities were purchased from a syndicate consisting of Fred Levy, Bob Hope, Ed Pauley, Dan Reeves, Ed Matz, Bernard J. Prockter, Edward Conne, F. R. Long and Bertram Gamble.

The new acquisition, according to Mr. Sinn, offers "more than twice as much space than was used by Ziv at the California Studios."

Mr. Prockter, who is president of Prockter Television Enterprises, stated that his "primary reason" for disposing of his stock in the American National Studios was to devote his complete time and attention to his television propterties and other contemplated projects in the television and motion picture fields.

At present, Mr. Prockter is producing *Treasury Men in Action* for Chevrolet, the *Reader's Digest* series for Packard and *The Man Behind the Badge* for syndication. These properties are being filmed at the American National Studios. Mr. Prockter also is the producer of *The Big Story*, which is carried live on NBC-TV.

Mr. Prockter added that he was expanding his production operations in the tv field and would announce his new properties shortly. He said that in all likelihood filming will be done at the American National Studios.

The purchase of the studios by Ziv Television was said to be the result of expansion program plans by the company for 1955, during which it will double its production rate. The company previously had announced plans for a total production budget of $9.5 million in 1955, which will cover shows now in production and those being planned [B•T, Dec. 27, 1954].

Jamaican Film Center Established in West Indies

NEGOTIATIONS for the establishment of Jamaican Film Center Ltd., Kingston, Jamaica, B. W. I., have been completed by Martin Jones, Henry Olmsted, Gordon Knox and the Industrial Development Corp. Messrs. Jones Olmsted and Knox, American businessmen, will serve as director-script editor, sound head and executive producer, respectively. They are also on the board of directors of the new company. Three Jamaicans will be elected to the board by the IDC.

The firm, capitalized at $1 million, will produce telefilm and feature film. Production of 52 half-hour dramatic programs to begin within the next three months has been scheduled.

Financing arrangements for a new tv film daytime series using a Jamaica setting have been completed, according to Mr. Jones. The Industrial Development Corp. of Jamaica is providing nearly a half-million dollars for JFC as a means of luring new industry and to promote Jamaica's attraction to U. S. and other tourists.

Storyline of the untitled series will center on an American family living in Jamaica, Mr. Jones said, revealing that Mona Kent, creator and writer of *Portia Faces Life* and *Woman With a Past*, both daytime serials, now is in Kingston studying local color and background.

'Holmes' Sold in Six Cities

SALE of *Sherlock Holmes* in six major markets has been announced by Sheldon Reynolds Productions, New York. Tv sponsors and cities in which the show will be carried are: Wrigley Stores, Detroit; White Dove Mattress Co., Cleveland; First National Bank, Minneapolis; Illinois Bell Telephone Co., Chicago; Mercantile Bank of St. Louis, St. Louis, and Chase National Bank, New York.

Guild Films Volume Up; Kaufman Sees 1955 Growth

CONTINUED growth of Guild Films Co., New York, during 1955 has been predicted by Reub Kaufman, president and founder, who noted that the company's gross volume this year rose to nearly $5 million from $1,739,145 in 1953.

During 1954, Mr. Kaufman continued, Guild Films personnel increased to 356 as against 77 in 1953, and the number of its offices reached 10, double the year before. In line with this growth, Mr. Kaufman said, Guild Films' production budget for 1955 has been set at approximately $12 million.

Two major policy developments marked growth of Guild Films during 1954, Mr. Kaufman observed. In October, the company became publicly-owned property when it offered 250,000 shares of its common stock issue of 700,000 shares, and a month later, Guild Films signed an agreement with Vitapix Corp. under which GF made available its programs to Vitapix stations and the latter organization arranged time clearances for shows.

Goldwyn Studios to Be Sold

ATTORNEYS for Mary Pickford and Samuel Goldwyn were told by Long Beach Superior Court Judge Paul Nourse to prepare an order empowering referees to sell Goldwyn Studios, value of which is now estimated at $4 million. The order is expected to be signed by Judge Nourse early this week, after which three referees will submit the highest bid to the court.

The court differences between the producer and former star started in 1949 when Goldwyn sued Miss Pickford for partition of the property in order to sell it and divide the profits; Miss Pickford wanted the property divided, but not sold. The court battle resumed last October and Judge Nourse ruled that it was impossible to physically divide the studio

Empire Production Debuts

STUDIOS of Empire Production Corp., New York, were opened formally in mid-December at an open house at the studio located at 480 Lexington Ave. Empire, a subsidiary of Empire Broadcasting Corp, New York, recording and transcription firm, will produce industrial and feature films in addition to films for television.

Arthur Lubo, vice president of Empire Broadcasting, is president. Helen Kelleher, president-treasurer of Empire Broadcasting, serves Empire Production as vice president-treasurer.

Court Rules Stock Sale To Gross-Krasne Valid

UNANIMOUS decision handed down by the California State District Court of Appeals has established Gross-Krasne Inc. as owners of stock in California Studios, Hollywood, formerly held by the late Harry Sherman. The tv film production company two years ago purchased the studios for $135,000 from the Sherman estate, which was under the administration of executor Jacob Karp. Theodora and Alwynne Sherman, daughters of the late producer, then protested the sale, alleging they were treated inequitably by the court when they sought to bid on their father's stock [B•T, April 6, 1953].

The current decision, announced by Judge Minor Moore last Tuesday, and concurred in by Judges Marshall McComb and Turney Forx, established that Gross-Krasne had obtained title to the stock in the studios in full accord with procedures set forth by Probate Judge Newcomb Condee in Los Angeles Superior Court, April 1, 1953, and that Mr. Karp had fulfilled his obligations in the matter.

In answer to the daughters' contention that other bids for the property were not considered, the lower court pointed out that the deal offered by Gross-Krasne included assumption of all California Studios' debts as well as purchase of Mr. Sherman's shares and that no other bids on this basis had been offered. It also pointed out that time was an important factor as creditors had threatened bankruptcy proceedings.

Dean F. Johnson, of O'Melveney & Myers, represented Gross-Krasne, and Morris Lavine represented Mr. Sherman's daughters.

FILM PEOPLE

Leonard J. Rosenberg, formerly with *Baltimore Sunpapers*, appointed vice president and sales manager, Victory Television Enterprises Inc. (production-distribution), same city.

Richard Simon, formerly staff director, WOR-TV New York, named producer-director, Allied Television Productions, same city.

MR. ROSENBERG

Aurie Battaglia, children's book illustrator, and **Leo Salkin,** freelance artist, cartoonist and writer, to United Productions of America, Burbank, Calif., to do story presentations and as director and story consultant respectively.

FILM SALES

INS-Telenews, N. Y., has announced sale of *Football Upsets of the Past 20 Years* to WFIL-TV Philadelphia for Schaefer Beer, Brooklyn; KOMO-TV Seattle for Standard Furniture Co., same city, and KGNC-TV Amarillo, Tex. INS Television Dept., N. Y., has announced sale of daily film service to KCKT (TV) Great Bend, Kan., and weekly film review to KTVA (TV) Anchorage, Alaska.

Winik Films Corps., N. Y., has announced sale of *Madison Square Garden* filmed series in eight additional markets, raising number of stations scheduled to carry series to 48.

There is a DIFFERENCE *between* Radio and Radio

Radio's immense strength . . . the opportunity to talk with masses of people *frequently* and *economically* . . . is employed fully only by advertisers who distinguish between run-of-the-mill radio stations and *great* radio stations.

There can be a tremendous difference between two stations in the same market. A station's programming, management, public service and facilities make it mediocre or good or *great.* A great station amasses huge and responsive audiences, because the character of its operation earns the confidence of its community. The radio stations we represent are great stations in important markets — stations whose character has earned them significant leadership. Their time is not cheap, but the solid values they deliver bring you the *full* economy of radio.

One of our experienced staff is always ready to discuss with you the application of great radio to your problem.

THE HENRY I. CHRISTAL CO., INC.

NEW YORK — BOSTON — CHICAGO — DETROIT — SAN FRANCISCO

Representing Radio Stations Only

WBAL	Baltimore	(NBC)	*The Hearst Corp.*
WBEN	Buffalo	(CBS)	*Buffalo Evening News*
WGAR	Cleveland	(CBS)	*Peoples Broadcasting Corp.*
WJR	Detroit	(CBS)	*The Goodwill Station, Inc.*
WTIC	Hartford	(NBC)	*Travelers Broadcasting Service Corp.*
WDAF	Kansas City	(NBC)	*Kansas City Star*
KFI	Los Angeles	(NBC)	*Earle C. Anthony Inc.*
WHAS	Louisville	(CBS)	*Louisville Courier-Journal & Times*
WTMJ	Milwaukee	(NBC)	*Milwaukee Journal*
WGY	Schenectady	(NBC)	*General Electric Company*
WSYR	Syracuse	(NBC)	*Herald-Journal & Post-Standard*
WTAG	Worcester	(CBS)	*Worcester Telegram-Gazette*

MARKET · MANAGEMENT · FACILITIES · PROGRAMMING · PUBLIC SERVICE

Measure of a Great Radio Station

McKENNA, BROWN PROMOTED BY RAB

PROMOTION of Carroll McKenna and Walter Brown with the Radio Advertising Bureau (formerly Broadcast Advertising Bureau) was announced last Monday by RAB President Kevin Sweeney.

Mr. McKenna, who joined RAB's national promotion department in September, has been named assistant national promotion director, continuing to report to Norman Nelson, director of national promotion.

Mr. McKenna was director of sales promotion and research at ABC Hollywood before joining RAB.

Mr. Brown, a member of the local promotion department since 1952, becomes an account executive in the sales department. He formerly was with DuMont Television Network as promotion manager and with ABC's promotion department. Four account executives at RAB now devote full time to development of specific national spot and network business, Mr. Sweeney said.

New RAB Presentation Shows Spot Radio Advantages

PREVIEW of a new Radio Advertising Bureau slide presentation summarizing the advantages of spot radio over newspapers was shown last week to 95 executives of the 13 station representative firms belonging to RAB.

The presentation, made by Kevin B. Sweeney, RAB president, emphasizes the advantages of spot radio to buyers who are purchasing markets selectively because of weather, distribution, or market potential. The three-color presentation lists 10 major advantages of spot over printed media.

The meeting was attended by the sales staff of these RAB member station representative firms: Avery-Knodel Inc., John Blair & Co., Henry I. Christal Co., CBS Radio Spot Sales, Free & Peters Inc., Headley-Reed Co., George P. Hollingbery Co., The Katz Agency Inc., Robert Meeker Assoc. Inc., NBC Spot Sales, Edward Petry & Co., Grant Webb & Co. and Weed & Co.

Tv Football Fan Group Sets Meeting in New York

FIRST meeting of the American Television College Football Fans will be held at the Hotel New Yorker tomorrow (Tuesday) to formulate recommendations that will "enable college football to flourish and live with television."

The meeting has been called by Jack Trinsey, Pennsylvania contractor and the guiding spirit of the organization, and will be attended by eight representatives from areas corresponding to the eight National Collegiate Athletic Assn. regional districts. Among the suggestions that will be offered at the meeting, Mr. Trinsey told B•T, will be a plan for voluntary contributions by fans of $1 to the NCAA for each football game they view on television; a campaign to persuade fans to attend college football games, and the publication of a magazine during August of each year on the NCAA tv plan for that year and on regional activities.

As Mr. Trinsey envisions it, the American Television College Football Fans will be chartered as a non-profit organization. He plans to function as its national director, taking a leave of absence from his job for one or two years.

Mr. Trinsey said he expects to present the suggestions framed at the meeting tomorrow to the NCAA convention which opens at the Hotel New Yorker on Wednesday.

MODEL Penny Duncan sets things straight for the new year as she replaces the first B in BAB (Broadcast Advertising Bureau) with R for Radio Advertising Bureau, the new name, effective Jan. 1, adopted by the radio industry's sales and promotion organization which claims it represents more than 850 individual stations.

4A Qualification Exams Set for Feb. in Midwest

EXAMINATIONS to ascertain the qualifications of applicants for careers in advertising and related fields will be held early this year in Chicago and other Midwest locations under the auspices of the American Assn. of Advertising Agencies, it was announced last week.

Deadline on applications is Jan. 25, with exam dates to be set early in February. Examinations are open to nearly everyone including college seniors and those college and post-college adults who have not worked for an advertising agency. Last year 69 persons took the tests in the Midwest.

For information and application blanks write to 4A Examination Committee, P. O. Box 94, Chicago 90, Ill. Exam fee is $20. Among schools selected to give tests are Northwestern U. (Chicago Div.), U. of Wisconsin, U. of Illinois, Marquette U., U. of Notre Dame, State U. of Iowa and U. of Indiana.

NAACP Conference to Probe Alleged Race Discrimination

A CONFERENCE on alleged discrimination against non-Caucasians in the radio and television industry will be held in New York Jan. 15 under the auspices of the Labor and Industry Committee of the New York branch of the National Assn. for the Advancement of Colored People.

Among those who have been invited to participate in the conference are officials in radio, television, advertising and sponsoring agencies, together with representatives of community organizations, unions and church groups.

241 Accept Standard Break

THE NUMBER of tv stations accepting Station Representatives Assn.'s standard, full-screen eight-second station break has reached a total of 241, SRA has announced.

Billion-Dollar Mark Seen for Tv by Treyz

TELEVISION in 1955 will attain a billion dollar revenue status, including charges for time, production and talent, Oliver Treyz, president of Television Bureau of Advertising (TvB), predicted last week.

Mr. Treyz contended he was not indulging in "blue-sky projecting or wishful thinking." He listed as "signposts" such factors as advertiser investments in television in 1954 amounting to $900 million; increase in network and national spot billings of more than 40% as compared with 1953, and slight declines in 1954 of magazine and newspaper advertising billings from those of 1953. Mr. Treyz continued:

"What does this mean? Although television is behind direct mail, and the newspapers outbill tv by more than two to one, the gap is closing. In fact, only television is gaining. . . . As production and consumption increase, due to tv's in-person selling so will advertisers' appropriations. That's why tv will make great strides in '55."

Mr. Treyz observed that tv viewing continues at a high level, with more time spent on television than on any other medium. To support this thesis, he cited a special American Research Bureau analysis which showed that in November 1954, in Los Angeles, television viewing per week per family amounted to 27.5 hours, as compared with 25.3 hours in November 1953; in Chicago, in November 1954, tv viewing per week per family was 30.5 hours, as against 27.9 in November 1953, and in New York was 27.5 per week, as compared with 27.8 hours per week in November 1953.

Basketball Assn. Chief Says Tv Helps Attendance

TELEVISION was credited last week by Maurice Podoloff, president of the National Basketball Assn., with playing a substantial role in stimulating attendance at professional basketball games and in creating interest for expanding the league to cities that do not hold professional franchises.

Mr. Podoloff made these observations in a talk before Boston basketball writers last Monday. He said that prospects are "bright" for expanding the league to other cities within the next few years, reporting that syndicates in four cities have broached him on the possibility of setting up teams in their areas. He stressed that these cities were ones which carried the NBC-TV telecasts of NBA games on Saturday afternoons, and said that local promoters felt that tv had created sufficient interest that would justify basketball franchises in those sectors.

The "tremendous interest" generated by the NBC-TV telecasts, as well as by local telecasts in various NBA cities, according to Mr. Podoloff, is evidenced by "the growing number of new fans who attend games." He said that although NBA has not conducted a survey, local promoters are convinced that persons who never before had attended basketball games are becoming regular fans.

Other factors cited by Mr. Podoloff as contributing to the "bright future" of professional basketball were "the ease" with which basketball can be telecast and followed by the fan; the lack of need for farm system because colleges provide the talent; and the lack of need for a widespread and costly publicity and promotion campaign because players coming into the professional circuit already have been highly touted.

MANAGEMENT · FACILITIES · PROGRAMMING · PUBLIC SERVICE · MARKET ·

Measure of a Great Radio Station

MANAGEMENT

based on . .

143 YEARS EXPERIENCE IN RADIO STATION OPERATION

The ten people in management positions at WSYR apply to their jobs the judgment and skill acquired from a combined total of 143 years in the broadcasting business **right here in Central New York.**

Each of them . . . from Company President to Traffic Manager . . . has spent an average of 14.35 years learning how to produce a superior broadcasting service in this particular market. WSYR's Director of Programming, for example, has been with the station 19 consecutive years; its Chief Engineer, 25 years; its Director of Sales, 15 years.

These people do more than just operate a radio station. They serve their community . . . participate actively in its civic life . . . work hard in its social welfare causes . . . share the leadership of its churches and schools and clubs.

From long experience, WSYR's management serves the needs and tastes and public interests of a great service area which embraces a population of a million and half, with an annual buying power of two billions of dollars.

That's why Central New Yorkers **rely** on WSYR more than on any other station.

Get the Facts About WSYR from

The HENRY I. CHRISTAL CO., Inc.

FIRST CHOICE in a FIRST RATE MARKET

1

- **BEST Facilities**
- **BEST Circulation**
- **BEST Local Programs**
- **BEST Production Service**
- **BEST Customer Service**

NBC Affiliate

WSYR

5 KW ★ SYRACUSE ★ 570 KC

TWO PROBES FACE INDUSTRY AS 84TH CONGRESS CONVENES

Sen. Bricker's investigation of networks and uhf-vhf, still gathering steam, will fall to Sen. Magnuson when he heads Senate Commerce unit in new Congress. Sen. Kilgore's 'monopoly' quiz also is slated.

WHILE a new Congress this week in Washington prepares to jump off into its two years of shaping U. S. history, the nation's broadcasters are looking on with the almost certain knowledge that this period is likely to be one of the most important ever faced by the radio-tv media.

First and foremost among industry headaches is a pair of Senatorial investigations—one initiated last summer by Senate Commerce Committee Chairman John W. Bricker (R-Ohio) to probe tv networks and uhf-vhf problems, and the other announced after the elections by Sen. Harley M. Kilgore (D-W. Va.), upcoming chairman of the Senate Judiciary Committee, to hunt for "monopolistic practices" in the communications field.

As the 84th Congress gets ready to convene this Wednesday, two significant events on the House side held the attention of broadcasters. These were (1) NARTB's answer last week to a House Commerce Committee mandate that the industry report on the amount of beer and wine advertising on radio and tv: NARTB's painstaking report indicated the amount was very little compared to the total (see story, page 28); and (2) an announcement by incoming House Speaker Sam Rayburn (D-Tex.) that television will be barred from House committee sessions, about which immediately began gathering a storm of protest from the industry (see story, page 46).

The U. S. Brewers Foundation also made its report on beer advertising (see story, page 50).

Although broadcasters were looking with some foreboding at the two Senate investigations and other problems in Congress, their looks were not unmixed with pride about these points: The electronic media's continuing contribution to a surging economy, their determination to operate with a minimum of governmental regulation, their stout defense of the right to equal access with other media to news events and their resoluteness in retaining for themselves the responsibility for programming in the public interest.

Sen. Bricker's probe of the networks was announced last summer [B•T, July 19, 1954], after the Ohio Republican had introduced a bill earlier calling for regulation of networks by the FCC [B•T, May 17, 1954]. The Bricker announcement, which said the investigation also would encompass the "uhf-vhf situation," was made after early-summer hearings on uhf-vhf troubles by the Senate Commerce Communications Subcommittee headed by Sen. Charles E. Potter (R-Mich.).

Sen. Warren G. Magnuson (D-Wash.) is slated to succeed Sen. Bricker as chairman of the Senate Commerce Committee, and it had been felt that Democratic leaders would not be as zealous for such an investigation as Sen. Bricker. Observers feel that under Sen. Magnuson the investigation will be continued, but will be moderated or its direction changed.

Attorney Robert F. Jones, former Ohio Congressman and FCC Commissioner, has been heading the investigation under appointment as majority counsel by Sen. Bricker. Mr. Jones was on the FCC at the time the FCC's Sixth Report & Order was published April 14, 1952, allocating a nationwide tv system and ending the tv freeze. He dissented from the 1952 decision.

Named at the request of Democrats as minority counsel for the probe was attorney Harry M. Plotkin, former FCC assistant general counsel. Nicholas Zapple, the committee's professional communications counsel, was named to coordinate the investigation.

The group is scheduled to make a report to the full committee on its findings at the beginning of the 84th Congress, at which time, according to Sen. Bricker, the committee will hold hearings on the findings and act on, among other things, Sen. Bricker's proposal for FCC regulation of the networks. Since control of Congress changes over to the Democrats, it is expected that there may be reports by both Mr. Plotkin and Mr. Jones, especially if recommendations are made. Mr. Plotkin presumably would take over as majority counsel and Mr. Jones would become minority counsel, although neither has made a statement to this effect.

The Bricker probe began with two questionnaires by the investigation group—the first to FCC [B•T, Oct. 11, 1954] and the second to the four tv networks [B•T, Oct. 25, 1954]. After the Democratic victories Nov. 2, it was felt Sen. Bricker and Mr. Jones had become discouraged at the approaching control of Congress by Democrats and had lost interest in the probe.

A few days ago, however, Mr. Jones evinced a sudden interest in the investigation again [B•T, Dec. 27, 1954]. The FCC, which had seen difficulties ahead in securing coverage maps on individual tv stations as requested by the investigation staff, asked for a meeting, which was held Dec. 20 with Mr. Jones, Mr. Plotkin and the FCC, at which time Mr. Jones demanded the financial and statistical data. The FCC protested that it had no funds to secure and process the station coverage maps requested by the investigation staff. (FCC has asked stations in a Dec. 15 letter for the station coverage data by Jan. 17.)

A supplemental questionnaire to the FCC requested individual financial and statistical data on each station, to which the FCC replied that such information was given in confidence by stations and that to reveal the information would be violating FCC's promise to keep the matter confidential except in compiling "averages," as to size, type, income group, geographical location, etc.

With the renewed activity went a third committee questionnaire to AT&T asking informa-

SEN. MAGNUSON

SEN. KILGORE

MR. PLOTKIN

MR. JONES

MR. ZAPPLE

MR. CHERNOFF

WITH OPENING of the 84th Congress Wednesday, two major investigations affecting the broadcasting industry are on the calendar. The probe of networks and uhf-vhf problems started last summer by Sen. John W. Bricker (R-Ohio) will fall to Sen. Warren G. Magnuson (D-Wash.), who succeeds Sen. Bricker as chairman of the Senate Interstate and Foreign Commerce Committee. This committee considers communication legislation and matters affecting FCC. The probe group is operating with a staff of three: attorney Robert F. Jones, former Ohio Republican Congressman and ex-FCC Commissioner; attorney Harry M. Plotkin, former FCC assistant general counsel, chosen by the Democrats as minority counsel under the Bricker stewardship (he may become majority counsel under Sen. Magnuson); and Nicholas Zapple, the Senate committee's communications counsel, who was named to coordinate the investigation. Another investigation, a probe of "monopolistic practices" in the radio-tv field, is proposed by Sen. Harley M. Kilgore (D-W. Va.), upcoming chairman of the Senate Judiciary Committee. He has asked broadcaster Howard L. Chernoff to be his consultant. Mr. Chernoff, West Coast radio-tv consultant, is part owner of WTAP-TV Parkersburg, W. Va.

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KBTV DOMINATES

BEAMING BETTER PROGRAMS from
ATOP LOOKOUT MOUNTAIN

Monday thru Friday KBTV is FIRST with the FINEST!
First place quarter hour figures are based on leadership
by 1 full point or more in the Nov. 1954 ARB.

KBTV	
2 to 6 p.m.	44
6 to 11:30 p.m.	35
TOTAL	79*

*Total Exclusive 1st Place Quarter Hours

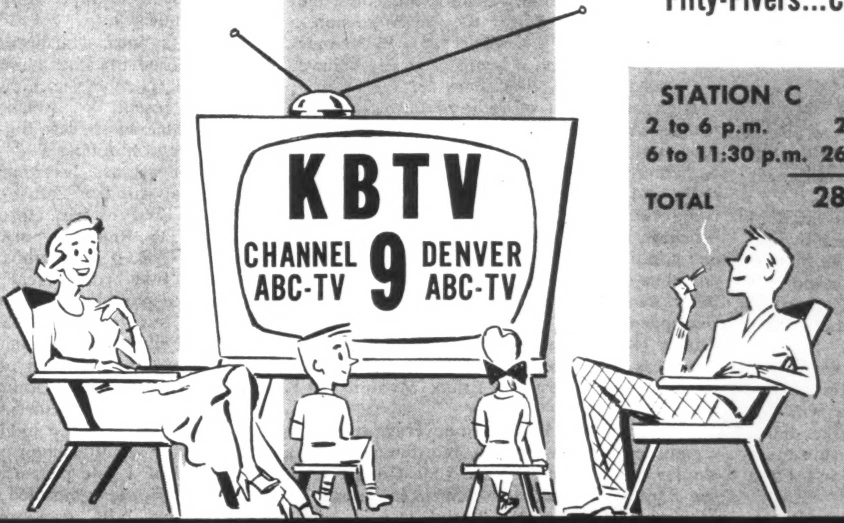
THERE'S A GOLD MINE ON CHANNEL 9

Strike pay dirt... every time... on NINE! *Not* just gold, *not* just uranium in mile-hi Denver... NINE delivers the audience! Double, triple your client's impressions per commercial. Top notch availabilities for 'Fifty-Fivers... Come and claim 'em!

STATION B	
2 to 6 p.m.	12
6 to 11:30 p.m.	37
TOTAL	49*

STATION C	
2 to 6 p.m.	2
6 to 11:30 p.m.	26
TOTAL	28*

STATION D	
2 to 6 p.m.	1
6 to 11:30 p.m.	5
TOTAL	6*



JOE HEROLD, Manager • *Contact your nearest Free & Peters Representative*
STUDIOS AND OFFICES: 1089 BANNOCK STREET, DENVER, COLORADO

tion on tariffs and line charges. AT&T answered in a few days.

The committee investigation staff was expecting the final network answer last week.

Mr. Jones' sudden activity was interpreted by some observers as an attempt to vindicate his dissent against the 1952 FCC tv allocations order. Mr. Jones at that time said the plan would give large-market vhf stations an advantage over stations in smaller markets.

No new questionnaires were known to have been mailed at last weekend, although the committee plans others after it has "analyzed" answers from preceding queries to determine what other information is wanted for the probe.

Sen. Magnuson was expected to arrive in Washington today (Monday) for the Senate Democratic caucus tomorrow, when both parties are expected to hold caucuses in the House and Senate.

Sen. Kilgore's proposed investigation of what he has described as monopoly in ownership of radio and tv stations, control of owned stations by networks and control of programs by firms which manufacture receivers and parts through ownership of networks, was announced last month [B•T, Dec. 20, 1954], although the investigation had been expected from the time the Democrats won in the Nov. 2 elections.

Broadcaster Howard L. Chernoff, West Coast radio-tv consultant and an old friend of Sen. Kilgore, conferred in Washington with the West Virginia Democrat in mid-December, at which time Sen. Kilgore said he had asked Mr. Chernoff to be a consultant for the probe.

Mr. Chernoff then went to New York to confer with network and radio-tv set manufacturing officials. He is expected to return to Washington around Jan. 10, when he will report to Sen. Kilgore and make recommendations for the probe.

May Be Moderated

Although Sen. Kilgore's office earlier had indicated he planned to look into almost every phase of the industry, it is believed the investigation might be moderated, since Mr. Chernoff has declared that "too many investigations in the past have been conducted with a shotgun instead of a rifle," and that he intends "to proceed slowly."

Sen. Kilgore's announcement last month said his conference with Mr. Chernoff dealt with ownership of radio and tv outlets by newspapers and by networks and manufacturers of receiving sets and parts. The talks also covered certain network programming practices, affiliation policies and subscription tv.

There is some speculation on whether Sen. Kilgore will supervise the probe—either as head of the Judiciary Committee or of its Anti-Monopoly subcommittee—or turn it over to another senator who would be chairman of the subcommittee. Mentioned as possibilities to head the subcommittee are Sens. William Langer (R-N. D.) and Estes Kefauver (D-Tenn.).

Sen. Kilgore's announced interest in "monopoly" in radio-tv station and newspaper ownership dates from last winter when he loosed several blasts on the subject and asked the Judiciary Committee, the Commerce Committee and the Justice Dept. to look into the subject [B•T, Feb. 22, 1954, *et seq.*].

Mr. Chernoff, former general manager of KFMB-AM-TV San Diego until his resignation a year ago [B•T, Nov. 16, 1953], is with his wife 42.5% owner of WTAP-TV Parkersburg, W. Va. (ch. 15), and is an unpaid consultant on television for the Ford Foundation's Fund for the Republic.

Such an investigation by Sen. Kilgore is certain to find itself at times athwart the path of the Commerce Committee probe, and it is expected that jurisdictional problems will be ironed out among the two committee chairmen and Senate Democratic leaders.

Frieda Helps Santa

WHEN FCC Comr. Frieda B. Hennock visited the Marjorie Reed Mayo Day Nursery in Denver, she decided the children there needed some form of indoor entertainment. She enlisted the help of Hugh B. Terry, president of KLZ-AM-TV Denver, to "play Santa Claus" for her, and he presented the youngsters with a Christmas tv set. The Mayo Nursery, located in Denver's "melting pot" section, is an institution for children whose parents have to work and cannot maintain a normal daytime home life.

At least one post on the FCC and perhaps two are likely to come up for consideration by the Senate Commerce Committee and on the Senate floor.

FCC Chairman George C. McConnaughey, who was given a recess FCC appointment as chairman last Oct. 4, but whose nomination failed when sent to the floor during the special Senate session on the McCarthy censure motion, is likely to be renominated by the President.

Democrats on the Senate Commerce Committee opposed Mr. McConnaughey's confirmation during a committee hearing [B•T, Nov. 15, 1954] and his nomination was reported out by vote of the Republican membership, with Democrats abstaining from vote. The nomination was blocked on the Senate floor by Democrats after an attempt to report it by Sen. Bricker, "a life-long friend" and fellow Ohioan.

Sens. Ed Johnson (D-Colo.), who retires to become governor of Colorado, and A. S. Mike Monroney (D-Okla.) and John O. Pastore (D-R. I.) questioned Mr. McConnaughey about his reported connection with an alleged GOP group said to be in charge of dispensing patronage in civil service and other jobs, and about his views and voting record on television channel (uhf and vhf) intermixture. On the latter subject, Mr. McConnaughey said he had served on the FCC only a month and intended to "make a study" of the problem.

Democratic Opposition

Democrats blocked the nomination on grounds it was "controversial" and would take up too much time during the special session.

The term of FCC Comr. Frieda B. Hennock expires June 30, and it is not generally believed the President will renominate her.

High on the list of radio-tv business in the Senate is an expected report by the Senate Rules subcommittee, headed during the past session by Sen. William E. Jenner (R-Ind.), on whether radio and tv should be allowed to cover open congressional hearings. During a number of hearings, senators and congressmen spoke pro and con on several proposals regarding radio-tv coverage of hearings. The industry, represented by the tv networks, NARTB and Radio-Tv Correspondents Assn., presented its case at a special session [B•T, Aug. 9, 1954], and the question later was the subject of an on-the-air editorial by CBS Inc. President Frank Stanton [B•T, Aug. 30, 1954].

Rep. Rayburn's ban on tv coverage of House committee sessions was a reinstatement of a similar ruling by him in the 82nd Congress. In the 83rd Congress, House Speaker Joseph W. Martin Jr. (R-Mass.), left the decision up to the individual committees.

Another report concerning television will be submitted with recommendations by the Senate Juvenile Delinquency subcommittee, which held several hearings during the past Congress under the chairmanship of Sen. Robert C. Hendrickson (R-N. J.), who retires from the Senate. This group, although it held hearings on several subjects which have been described as factors in juvenile delinquency, will make a separate report on television programs.

Mentioned for chairmanship of this group, if it continues beyond its present Jan. 31 expiration date, are Sens. Kefauver and Thomas C. Hennings (D-Mo.). The industry presented its case before this group last fall [B•T, Oct. 25, 1954], and NARTB's Tv Code Review Board later made a report on tv film programming exhibited at the hearing, which received the commendations of Sen. Hendrickson.

On the House side, the upcoming House Commerce Committee chairman, Rep. J. Percy Priest (D-Tenn.), succeeds Rep. Charles A. Wolverton (R-N. J.) in that post. Rep. Priest has stated that he doubts the constitutionality of the "Bryson Bill approach to the question of beverage alcohol advertising," and congratulated the radio-tv industry for eliminating or modifying "objectionable" advertising [B•T, Nov. 8, 1954].

Rep. Priest said also that Congress "should be cautious concerning network regulation so long as there is individual station regulation." He said he intends to form standing subcommittees, one of which will have jurisdiction over communications.

Chairmen of other committees of interest to broadcasters are expected to be: Senate—Theodore Francis Green (D-R. I.), Rules & Administration; Harry F. Byrd (D-Va.), Finance Committee; John L. McClellan (D-Ark.), Government Operations Committee and related Permanent Investigations Committee; John J. Sparkman (D-Ala.), Select Small Business Committee. House—Emanuel Celler (D-N. Y.), Judiciary Committee; Howard W. Smith (D-Va.), Rules Committee; Jere Cooper (D-Tenn.), Ways & Means Committee; Francis E. Walter (D-Pa.), Un-American Activities Committee.

RAYBURN BANS HOUSE TV SHOWS

AN ANNOUNCEMENT last Tuesday by Rep. Sam Rayburn (D-Tex.) that he will forbid televised coverage of House committee hearings last week was precipitating a crescendo of protest from representatives of the broadcasting industry.

Rep. Rayburn, who becomes House speaker, also imposed the ban while he was speaker in the 82nd (Democratic) Congress. GOP House Speaker Joseph W. Martin Jr. (R-Mass.) of the 83rd Congress left the decision up to the respective committees.

Protest against discrimination toward radio and tv reporting of House activities was made by NARTB President Harold E. Fellows in a telegram to Rep. Rayburn. Mr. Fellows recalled NARTB's previous protest and emphasized that broadcasters have earned public confidence and the right to report public proceedings, suggesting a conference be held.

Mr. Fellows and Edgar Kobak, WTWA Thomson, Ga., chairman of the NARTB Freedom of Information Committee, sent a joint letter to the House Rules Committee asking a chance to present the industry's case to Congressional committee chairmen. The letter urged adoption of a rule permitting broadcast media to report House committee proceedings.

CBS and NBC spokesmen deferred immediate reaction, while ABC said it will register its protest through its top news executive.

John Daly, ABC's vice president in charge

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KLIF **KFJZ**

"Two GREAT stations
in one BIG market" ✱

KLIF 1190 Kc.
5,000 Watts

KFJZ 1270 Kc.
5,000 Watts

✱ Dallas-Fort Worth, 15th market in U. S.

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What's happening in Albany?

PLENTY!

TELEVISION CENTER

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HAS RECENTLY

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TO PROVIDE

ALBANY • SCHENECTADY • TROY

WITH ITS

FINEST

PRODUCTION

FACILITIES

THAT'S WHY

WITH

TWO UHF STATIONS

IN ALBANY . . .

THERE IS

ONLY

ONE CHOICE!

WTRI Television

ALBANY, N. Y.

represented by

BLAIR TELEVISION

of news, special events and public affairs, was preparing a letter which he intended to send to Rep. Rayburn and which will stress tv as the medium with the greatest possible potential of bringing about spot news coverage to the public. An ABC spokesman said Mr. Daly would ask for "equal rights of access with other information media."

Although CBS President Frank Stanton had no immediate comment, it can be pointed out that it was on the issue of broadcast access to congressional hearings that Dr. Stanton launched the first "network editorial" [B•T, Aug. 30, 1954]. Dr. Stanton talked on both CBS Radio and CBS-TV, urging the right of the broadcast media to cover Senate hearings on the resolution to censure Sen. Joseph R. McCarthy (R-Wis.). Dr. Stanton in his editorial had emphasized the public's right to be informed through broadcast coverage.

Richard Harkness, executive committee chairman of the Radio-Television Correspondents' Assn., registered a dissent from Rep. Rayburn's viewpoint. He said the matter may be taken up informally with the new speaker when Rep. Rayburn returns to Washington.

Mr. Harkness, an NBC newscaster, recalled that when Rep. Rayburn previously issued a no-tv edict under the past Democratic-controlled Congress, a radio-tv committee called on him and "discussed it unsuccessfully."

"We thought television and news cameras and radio microphones are as much a part of our coverage of Congress as notebooks and pencils are of newspaper reporters," Mr. Harkness said.

The group also felt, he said, that the order "hindered the presentation of congressional developments to the American people."

Mr. Harkness said the radio and television proponents feel that their equipment and techniques are sufficiently advanced that they do not disturb the orderly conduct of a committee.

Censorship in Tv Again Hit by ACLU

A FIRM stand against tv censorship highlights the 34th annual report of the American Civil Liberties Union which is being released today (Monday).

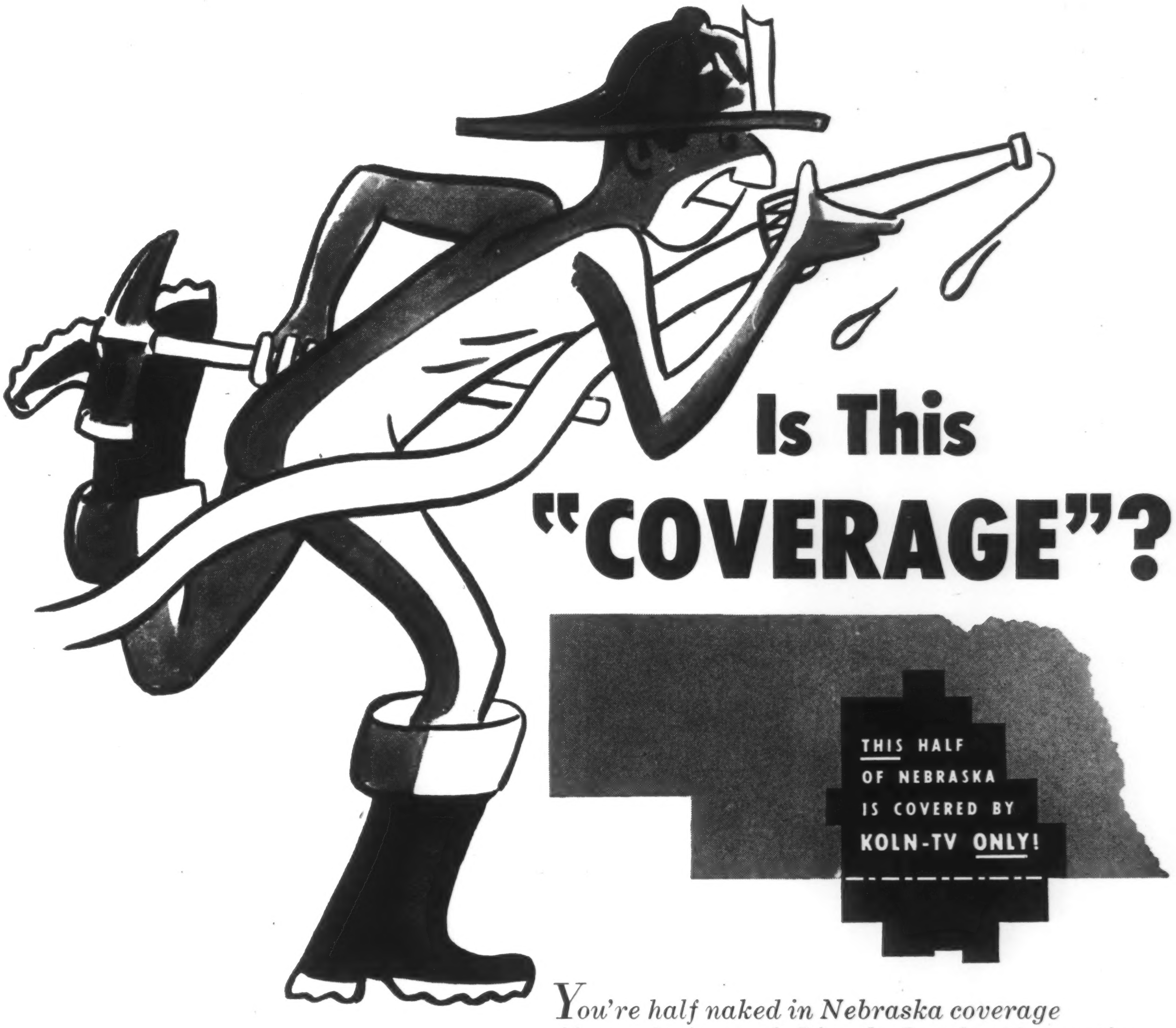
ACLU in its report also discusses the equal time issue, recalling that its board chairman, Ernest Angell, had asked the FCC last May to hold public hearings on the issue of equal time to reply to attacks.

The report notes that ACLU's Radio Committee also asked the FCC to survey tv station programming standards so that the public "may compare the promise of programming with actual performance . . ." This request was made after FCC had issued the policy of issuing licenses to tv stations for three years instead of the one-year license issued previously.

On censorship, ACLU's report says:

"Our natural shock and outrage at teen-age gang vandalism and murder too frequently trap us into urging the police and the courts toward wholesale arrests and indiscriminate toughness, or into sanctioning the censorship of books and motion pictures and television programs."

While civil liberties proponents must join in "preventive and constructive" measures against juvenile delinquency without damaging due process and free speech, ACLU says, they also "on many occasions have to oppose even our best fellow-citizens, when their [the latter] preoccupation with the risk of juvenile crime makes them forget that life is always a choice of risks, that abandonment of due process and free speech inevitably produces far more harm than good."



Is This "COVERAGE"?

You're half naked in Nebraska coverage if you don't reach Lincoln-Land—42 counties with 202,200 families—*100,000 unduplicated by any other station!* Lincoln's population is 110,000—in the same bracket with Lancaster, Pennsylvania, Schenectady, New York, or South Bend, Indiana.

The KOLN-TV tower is 75 miles from Omaha! This LINCOLN-LAND location is farther removed from the Omaha market than is Cincinnati from Dayton, Buffalo from Rochester or Toledo from Detroit.

The Felzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

KOLN-TV COVERS LINCOLN-LAND—NEBRASKA'S OTHER BIG MARKET

CHANNEL 10 • 316,000 WATTS • LINCOLN, NEBRASKA

ABC CBS DUMONT

Avery-Knodel, Inc., Exclusive National Representatives

BREWERS ANSWER HOUSE BEER QUIZ

(Also see related story, page 28)

THE U. S. Brewers Foundation, in a letter last week answering the House Commerce Committee's request for data on the time and money used in advertising beer on radio and tv, said the committee's question "was answered by the voters of the State of Washington on Nov. 2, 1954." Washington voters defeated 3-1 a proposal to prohibit alcoholic beverage advertising on tv between 8 a.m. and 10 p.m.. USBF credited radio-tv commercials with helping defeat the measure.

The letter, signed by Clinton M. Hester, USBF counsel in Washington, said the total vote on the proposal (Iniative 194) exceeded the combined vote of three other measures on the ballot, and that it lost in all 39 of the state's counties.

"Although we are unable to furnish all that was requested, we understand that advertising authorities estimate the annual radio and television time expenditures of brewers to be only $30 million—less than 3% of the total amounts expended by all advertisers using radio and television," the letter said, mentioning the industry's claimed $5 billion annual sales.

The letter said beer-sponsored tv shows and sports programs buy free "front row seats" for viewers, and that brewers average only 3 minutes of commercials of each half-hour of programming.

Eight Station Transfers Approved by Commission

TRANSFERS of KFIA (TV) Anchorage, KFIF (TV) Fairbanks, both Alaska, WAYS-TV Charlotte, N. C., WORC Worcester, Mass., and WJOL Joliet, Ill., were among those approved by FCC last week.

- The Alaska stations were sold by Richard R. Rollins to the Midnight Sun Broadcasting Co. [B•T, Nov. 22, 1954].

Consideration is 768 shares of stock in Midnight Sun, having a book value of $100,000. The shares represent approximately 23% interest in Midnight Sun, which has agreed to elect Mr. Rollins to its board of directors.

KFIA presently is operating on its ch. 2 assignment, while ch. 11 KFIF still is in the construction stage.

Midnight Sun is licensee of KFAR Fairbanks, KENI Anchorage, KJNO Juneau and KABI Ketchikan, all in Alaska.

- At Charlotte, ch. 36 WAYS-TV was transferred from George Dody and associates to Hugh Deadwyler for $4 plus assumption of obligations of about $150,000 [B•T, Dec. 20].

Mr. Deadwyler is owner of a local advertising agency and president-treasurer of Filmakers Association Inc., producers of motion pictures. Mr. Deadwyler proposes to sell his 35% interest in Filmakers.

- At Worcester, WORC was sold by C. George Taylor and Robert T. Engles for $94,000 to a group headed by Robert F. Bryar, New York City tv announcer who is head of the purchasing group WORC Inc. Harold Kaye, president of Marlin Labs Inc., owner of tv rights on a group of motion picture features, will be vice president.

- At Joliet, WJOL was transferred from W. H. Erwin and associates for $112,500 to Joseph F. Novy, chief engineer of WBBM-AM-FM-TV Chicago, and Jerome F. Cerny, WBBM engineer.

Permit for ch. 48 WJOL-TV was returned to the FCC a fortnight ago [B•T, Dec. 27, 1954].

Other transfers approved last week included:

Ch. 20 KBAY-TV San Francisco from Lawrence Harvey to Dr. and Mrs. Leonard Averett, a partnership doing business as Bay Television. No consideration is involved.

WKGN Knoxville, Tenn., from Clarence Beaman Jr. for $75,000 to WKGN Inc., headed by George P. Mooney.

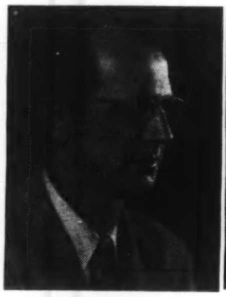
WILE Cambridge, Ohio, and WTRL Bradenton, Fla., were transferred to Howard A. Donahue through sale of 75% of the stock for $120,000. Mr. Donahue now will be sole owner of the stations.

Agriculture Dept. Names Beaty to Head Radio, Tv

SHIFT in direction of the Radio & Television Service, Dept. of Agriculture, takes place today (Monday), with Layne Beaty, farm consultant and formerly of WBAP-AM-TV Fort Worth, succeeding Kenneth Gapen as chief. Mr. Gapen becomes assistant to the administrator and information officer of the Agricultural Conservation Programs Service.

Mr. Gapen has spent a quarter-century in radio, including U. of Wisconsin and Soil Conservation Service as well as 16 years in radio-tv at the Dept. of Agriculture. He spent six years in the field.

Mr. Beaty was with the department before joining WBAP in 1943. He added tv to his radio farm work after the war. Following seven years in Fort Worth, during which he toured Canada, Mexico and South America, he joined the government in 1950 to do foreign information work. He first went to Greece as audio-visual specialist to help set up farm information work in that country. More recently he has been a farm information consultant with headquarters in Paris, working with ministries in Turkey, Greece, Italy, Yugoslavia and Spain. His last assignment was technical consultant for a farm press-radio training project for 15 Latin American publishers, editors and broadcasters.



MR. GAPEN

MR. BEATY

Examiner Favors Beachview For Norfolk Ch. 10 Grant

BECAUSE it promised greater integration of ownership and management, FCC Hearing Examiner Charles J. Frederick last week proposed to grant Norfolk, Va., ch. 10 to Beachview Broadcasting Corp. and to deny the application of WAVY Portsmouth, Va.

In an initial decision, Mr. Frederick frowned on the trusteeship agreement by which WAVY stockholders "surrendered" their rights to participation in management to voting trustees.

Beachview is 78% owned by Tidewater amusement park entrepreneur Dudley Cooper, and 10% by Irvin M. Kipnes, former official of WCAV Norfolk, WSID Baltimore, WDEM Providence and former Washington advertising agency account executive. Mr. Cooper will be president and general manager of the new ch. 10 station and Mr. Kipnes will be assistant general manager and commercial manager.

WAVY officials include Carl J. Burkland, former CBS Spot Sales and station administration executive.

Providence Ch. 12 Case Reargued Before FCC

SECOND oral argument in the Providence, R. I., ch. 12 dispute was heard by FCC last week in an effort to settle the more than a year-old Sec. 309 (c) economic protest by ch. 16 WNET (TV) against ch. 12 WPRO-TV there. The Commission reached a two-and-two tie vote after the first argument, hence the case was heard again Monday.

WPRO-TV noted WNET sought to have the argument postponed and charged the pleading was only one of many efforts by the ch. 16 station to "delay" commencement of the ch. 12 outlet. WPRO-TV, whose Sept. 3, 1953, grant was stayed pending outcome of the protest hearing, contended the proceeding is a "clear example" why Sec. 309 (c) of the Communications Act should be "written off the books" since it permits abuse of the Commission's processes.

WPRO-TV said WNET is wrong in attacking the merger proposal whereby former applicants and certain principals acquire stock options in WPRO-TV, since the grant was clearly to WPRO-TV and reserved opinion on the merger conditions. FCC's Broadcast Bureau defended WPRO-TV as a "qualified applicant" and refuted WNET's charge of premature construction.

WNET, however, stuck by its claim that aspects of the merger proposal violate Commission policy on the ground they involve undue consideration for no services performed. WNET said there is nothing "contingent" about the agreement since specific legal rights and obligations are set forth in the pact. WNET also attacked FCC's refusal to allow the examiner to write conclusions based on his findings of fact in the initial decision certified to FCC for final ruling.

KMBY-AM-TV Sale Submitted to FCC

APPLICATION for approval of the sale of KMBY-AM-TV Monterey, Calif., to the owners of KSBW-AM-TV Salinas, Calif., for $230,000 plus assumption of $117,000 in liabilities was filed with the FCC last week [B•T, Nov. 15, 1954].

Both KMBY-TV and KSBW-TV share ch. 8 in the Salinas-Monterey area. The transfer will make it possible for KSBW-TV to become a fulltime operation.

The newly-organized Salinas Valley Broadcasting Corp. purchases all the stock of Monterey Radio-Television Co., owner of KMBY-AM-TV. Salinas Broadcasting is headed by John Cohan, 25% stockholder, and includes W. M. Oates, 25%, plus a group of local businessmen who own the remaining 50%.

KMBY will be sold, the application disclosed, in order to stay within the FCC's duopoly rule forbidding one person or company from owning more than one station in a single market.

Monterey is headed by Kenyon Brown, owner of 50% of KWFT-AM-FM-TV Wichita Falls, Tex.; 18% of KBYE Oklahoma City, and 19% of KGLC Miami, Okla., and 25% of KMIV (TV) Miami, Okla. Other stockholders of Monterey include Harry L. (Bing) Crosby, George M. Coleman, William Morrow, and S. M. Aston. Messrs. Crosby and Coleman also hold interests in the Miami stations.

Construction permit for ch. 58 KMIV (TV) expired Dec. 22, and no request for extension has been filed, the application disclosed.

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IV (TV)
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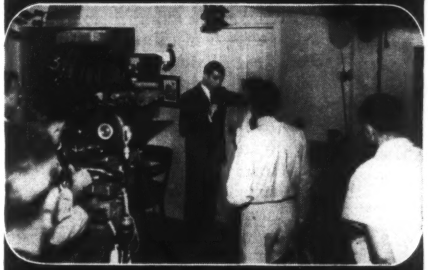
On the set of "I Love Lucy," starring Lucille Ball and Desi Arnaz. The nation's Number 1 TV show for 1951, 1952 and 1953 is a pioneer of the technique of filming its program as a live show with audience. Desilu Productions uses three Mitchell 35mm BNC cameras in filming "I Love Lucy."

Joan Davis on the set of "I Married Joan," produced by P. J. Wolfson and appearing on NBC. Three Mitchell 35mm BNC cameras are used on this top TV show, which is in its 2nd year. Jim Backus plays the male lead.



Dennis Day, star of "The Dennis Day Show," a top-rated NBC program. Originally "live," this series is in its second year, and is now produced on film by Denmac Productions, using a Mitchell 35mm BNC camera.

TO FILM A SUCCESSFUL SHOW...

It takes more than just a good script to insure the success of a top-rated network program. The on-stage performances of the stars and supporting cast must be outstanding, carefully timed, superbly directed. And the camera must perform flawlessly in its vital role of recreating the superior quality of the show for millions of TV viewers.

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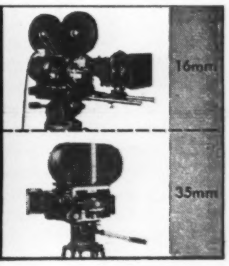
85% of the professional motion pictures shown throughout the world are filmed with a Mitchell



FCC, Two Tv Stations Claim WSAY Lacks Protest Standing

WSAY Rochester, N. Y., lacks standing to protest the share-time grant of that city's ch. 10 to WHEC and WVET, the FCC and the two tv stations have told the U. S. Court of Appeals.

The stand was taken in briefs filed with the court in answer to the WSAY appeal against the FCC's action in making the 1953 grant to the two Rochester am stations, following their agreement to share ch. 10 [B•T, June 7]. WSAY also charged that the Commission illegally denied its protest without a hearing .

At the same time, WSAY filed a new appeal against the FCC's renewal of the license of WBBF Rochester, N. Y. (formerly WARC). WSAY claimed WBBF refused to allow it to rebroadcast its programs. It also charged that the owners of WBBF sold time in combination with their other station, WGVA Geneva, N. Y. This has cost WSAY $16,000 in revenues, the appeal said.

The Commission held that the ch. 10 grant was made legally and that WSAY's protest did not meet the requirement of particularity to make it eligible for consideration. WHEC and WVET backed up the Commission in this contention.

WSAY filed an application for ch. 10 six days after the FCC made its grant to the share-time applicants. It charged that the ch. 10 grant was made improperly and that the Commission should have set all three applications for a hearing.

Last summer, WSAY was denied a plea for an impounding of the profits of WHEC-TV and WVET-TV and an accounting of finances pending adjudication of the dispute [B•T, July 5].

Experimental Color Tv Rates Extension Sought by AT&T

AT&T asked the FCC last week to extend its experimental color tv rates to May 31. This is the fifth extension the Bell System has asked since early last year following the FCC's approval of the National Television System Committee's compatible color standards. The present extension runs to Jan. 31.

Charges for color intercity connections, under the experimental tariff, are the same as for black-and-white tv plus special terminal connection charges. The color terminal charges are $450 per month for each station, in addition to the $500 per month charge for fulltime black-and-white service (eight consecutive hours daily). The rate per mile for color or black-and-white remains at $35.

For occasional service, the experimental color tariff is $250 per month for each station connection, in addition to the black-and-white rate of $200 per month. Hourly and mileage rates remain the same as for black-and-white: $10 per hour and $1 per mile.

As of Jan. 1, AT&T reports it has 139 stations in 101 cities equipped for network color reception.

Lamb Hearing Resumes Jan. 18

LICENSE renewal hearing on Edward Lamb's WICU (TV) Erie, Pa., will resume before FCC Examiner Herbert Sharfman Jan. 18 instead of Tuesday as previously scheduled, FCC announced last week. Postponement of the case was agreed upon after counsel for Mr. Lamb requested additional time to complete investigation of Commission witnesses who are being recalled for further cross examination [B•T, Dec. 20, 1954].

25% to Education

OFFER to donate 25% of its time for non-commercial, educational use, if reserved ch. 5 Weston, W. Va. is moved to Fairmont as a commercial station, was made to the FCC by ch. 35 WJPB-TV in the latter city.

Writing to each member of the Commission, J. Patrick Beacom, president of the station bearing his initials, recounted the difficulties WJPB-TV has had in successfully operating in Fairmont, aggravated, he said, by the refusal of the local community television system to carry his station. It supplies signals from Steubenville, Wheeling and Pittsburgh, he said.

Since no one seems interested in the Weston educational vhf channel, he pointed out, it would be in the interest of the Fairmont public to have ch. 5 there as a commercial operation. The letter said that as a ch. 5 station, WJPB-TV would offer free time to West Virginia U., Salem College and Fairmont State College. The letter also said that WJPB-TV was preparing a formal rule-making request seeking Commission approval of this move.

Mr. Beacom sold 75% interest in the tv station to Donn D. Baer for $147,000 last month [B•T, Nov. 22].

KCRG-TV Asks Tower Move, New Height, Power Boost

THE Cedar Rapids Television Co., KCRG-TV Cedar Rapids, Iowa, has filed a request with the FCC for construction of a 1,079-ft. tower and power increase to 316 kw visual and 158 kw aural. The new tower, which the station reports would be the highest in Iowa, is planned five miles north of Cedar Rapids, near the KCRG-AM tower. The present tower is five miles east of the city.

KCRG-TV says that engineering studies show the new facilities will more than triple the present coverage area. The present tower is 340 ft. above average terrain and the new tower would be 1,053 ft. above average terrain. Present effective radiated power is 33.1 kw visual and 16.6 kw aural.

The station expects to have the tower in operation, pending FCC approval, in the spring of 1955, while the power increase must await availability of necessary materials. Changes entail no move in studio location.

Insurance Firm Consents To FTC Advertising Order

THE COMMERCIAL Travelers Insurance Co. of Salt Lake City, Utah, has consented to an order which would prohibit false and misleading advertising of the benefits of its accident and health insurance policies, an initial decision issued by the Federal Trade Commission said last week.

The firm is one of 17 in the field against which the FTC issued complaints last October [B•T, Oct. 25, 1954]. Answers have been filed by nine other firms, each challenging the Commission's jurisdiction on the grounds that the regulation of insurance is a responsibility of the state or states where it is licensed.

Commercial Travelers' consent, however, does not constitute an admission that it had violated the law as alleged in the FTC complaint.

Inland Files Application To Relay Spokane Tv Signals

APPLICATION for an experimental tv relay to bring Spokane video signals to community tv systems in Richland and Kennewick-Pasco, Washington, has been filed by Inland Empire Microwave Co.

This is the third such application filed in recent weeks. Inland is owned by Robert A. Comfort, 75%, and Windell P. Brown, 25%. Mr. Comfort until last month was secretary of Richland Tv Cable Corp., which furnishes community tv service to residents of that Columbia River community.

The plan calls for erection of a high-gain, directional receiving antenna and transmitter at Walla Walla, Wash., 118 air miles from Spokane. From there the tv signals would be relayed to Kennewick, 40 miles from Walla Walla, and to Richland, 10 miles from Kennewick, in two hops. Equipment would be Raytheon 6,000-mc gear, costing about $52,000, the applicant said. The entire project should cost about $65,000, including construction and operating expenses for the first three years. A receiving tower of the Blue Mountains Tv Cable Corp. will be used at Walla Walla.

The charge to feed the Richland Tv Cable Corp., Richland, and Tri-City Tv Service Inc., Kennewick and Pasco, would be $900 per month, the applicant estimated. Both community tv services have volunteered to advance $5,000 for the construction of the intercity relay, the application disclosed.

Spokane stations to be relayed are KREM-TV, ch. 2; KHQ-TV, ch. 4, and KXLY-TV, ch. 6.

Pending before the FCC are two applications for common carrier microwave intercity relay service between Denver and Rapid City, S. D., to serve community tv systems or television stations in the latter city [B•T, Dec. 20]. Earlier this year, J. E. Belknap & Assoc. received FCC authority to build a relay between Memphis and Poplar Bluff and Kennett, Mo.

WGMS Granted Power Boost

WGMS Washington has been granted fulltime on 570 kc and increased power by the FCC. In granting a petition for reconsideration without hearing, the Commission authorized WGMS to move its transmitter from Falls Church, Va., to Bethesda, Md. New power is 5 kw daytime and 1 kw night, replacing the 1 kw daytime facility.

M. Robert Rogers, WGMS president, said downtown studios will remain in the Harrington Hotel and that auxiliary studios will be constructed in the Bethesda area. WGMS-FM will duplicate most of the am schedule. A four-tower directional antenna array will be built at Seven Locks and Bells Mill Roads, Bethesda, with cost estimated to run $100,000.

WSJS-TV Asks Top Power

APPLICATION of ch. 12 WSJS-TV Winston-Salem, N. C., to boost its power to the maximum 316 kw from a mountain-top antenna 2,000 ft. above average terrain has been filed with the FCC. The new application specifies Sauratown Mountain, 20 miles north of Winston-Salem, as the site. According to Harold Essex, executive vice president and general manager of the station, "aviation safety regulations would not permit us to go above 700 ft. at our present site and since we want to make sure of maximum allowable facilities, we have spent the past two months searching for the site that would serve our purpose. Sauratown Mountain proved to be it."

OPPORTUNITY AT RCA FOR BROADCAST FIELD ENGINEERS

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Dept. Y-3A, Radio Corporation of America
Camden 2, N. J.

RCA SERVICE COMPANY, INC.

A Radio Corporation of America Subsidiary

Northern Tv Granted Ch. 11 at Fairbanks

FCC last week granted a new tv station on ch. 11 at Fairbanks, Alaska, to Northern Television Inc., operator of ch. 11 KTVA (TV) Anchorage.

The grant is subject to the condition that August Hiebert, president and 27.6% owner of Northern, dispose of his 1% interest in Midnight Sun Broadcasting Corp. and his interest in the estate of A. E. Lathrop within 15 days after distribution.

Multiple radio-owner Midnight Sun last week received FCC approval to its purchase of KFIA (TV) Anchorage and KFIF (TV) Fairbanks (see story page 50).

The new ch. 11 facility at Fairbanks will operate with an effective radiated power of 11 kw visual, 5.5 kw aural with antenna height above average terrain of minus 50 ft.

Three High-Channel Uhf's Ask for Lower Assignments

INABILITY of uhf tv receivers now on the market to satisfactorily operate on the higher channels has prompted ch. 61 WWLP (TV) Springfield, Mass., to petition FCC to substitute ch. 22 there. Ch. 61 would be added to Easthampton, ch. 36 deleted at Northampton and substituted for ch. 22 at Providence and ch. 38 substituted for ch. 50 at Boston, according to the proposal. WWLP noted other uhf stations in area are all on lower channels.

Ch. 45 WKST-TV New Castle, Pa., petitioned the Commission to swap ch. 45 with ch. 73 at Youngstown, Ohio, and allow the station to move to Youngstown. WKST-TV wants to identify itself with the Ohio city and gain a better competitive advantage with the two uhf stations already operating there which also cover New Castle. Separation between the two cities is about 17 miles. WKST-TV said it has lost $70,000, after radio profit, during the time it has been on the air.

WLOK-TV Lima, Ohio, ch. 73 outlet recently merged with local ch. 35 WIMA-TV there, has petitioned FCC to add ch. 14 to Lima by substituting ch. 82 for educational ch. 14 at Oxford, Ohio.

Court Ruling Clears Air For Songwriters Damage Suit

PRE-TRIAL examination entanglements involved in the pending Songwriters of America's $150 million damage suit against BMI and the broadcasting industry [B•T, Nov. 9, 1953], have been cleared away in a series of rulings by U. S. District Court Judge E. J. Dimock in New York.

Counsel for BMI and other defendants won the right to examine 23 songwriters, all plaintiffs in the action, before SOA has its turn to examine defendants. SOA has argued for first turn. Ten of the 33 songwriters involved already have been examined by defendants' counsel.

Judge Dimock also decided to adopt BMI suggestion that examination of the remaining songwriters be limited to 30 days and ruled 10 who had already been examined but who had refused, on advice of counsel, to answer certain matters occurring since Nov. 9, 1953, date suit was filed, must do so. The judge additionally upheld the BMI contention that SOA defer inspection of contracts and documents to which BMI claims privilege, permitting SOA to contest the claims later in courts.

BMI was given a time extension to answer written questions submitted by SOA until after BMI counsel completes pre-trial, oral examination of 23 songwriters. Also favorably ruled upon was the request by BMI that information furnished by it to attorney for plaintiff with respect to contracts under which BMI acquired performing rights should be kept confidential.

The SOA suit asks dissolution of NARTB, divorcement of BMI from the broadcasting industry and damages of $150 million. Sixteen companies and 27 individuals were named as defendants. The suit charges broadcasters have entered into a conspiracy to keep all but BMI music off the air and from being recorded.

WFDF, Butterfield Attack WJRT (TV) Proposed Move

ALL-OUT attack on the WJRT (TV) Flint, Mich., application to the FCC to change its transmitter site from 20 miles southeast of Flint to Chesaning, Mich., 20 miles northwest of that city was filed with the Commission last week by WFDF Flint and Butterfield Theatres Inc., unsuccessful applicants for Flint's ch. 12 [B•T, Dec. 20].

In a joint petition to the FCC, asking for a stay of the grant, a reopening of the record and a rehearing, WFDF and Butterfield claimed that the WJRT transmitter change negated the premise on which the WJR Detroit application was chosen for the Flint tv grant. They also claimed that WJRT was proposing a new studio, that it would now be affiliated with CBS-TV instead of DuMont and that changes had occurred in ownership.

The two objectors also claimed that WJRT had changed its programming proposals and personnel. These proposals in the original application were considered significant by the Commission, which last May authorized the grant to the Detroit station, and which last month reaffirmed that decision [B•T, Dec. 13, 1954], the protestants said.

The original WJRT antenna site enabled the station to throw a substantial signal into Detroit, it was charged. The new site eliminates that allegation, it was said.

Fly Recuperating in Florida

JAMES LAWRENCE FLY, attorney and former chairman of the FCC, reportedly is resting comfortably in Daytona Beach, Fla., recovering from an operation to correct a detached retina of the right eye. Spokesman for the New York law firm of Fly, Shuebruk, Blume & Gaguine, with which Mr. Fly is associated, said the operation was "successful," but Mr. Fly will have to wear pin-point eye-glasses, which limits the amount of light entering the eye, until complete vision is restored. The operation was performed in late October in the New York Eye and Ear Infirmary, where Mr. Fly remained for three weeks.

Orangebelt Renews Ch. 30 Bid

ORANGEBELT Telecasters Inc., unsuccessful applicant for a self-built economy tv station on ch. 30 at San Bernardino, Calif., has petitioned FCC to reconsider and grant its bid which concurrently is being amended to specify regular RCA equipment [B•T, March 22]. The firm, originally favored by a hearing examiner's initial decision but denied in the Commission's final ruling, pointed out it also has obtained additional capital, thereby removing the question of financial qualification.

January 3, 1955

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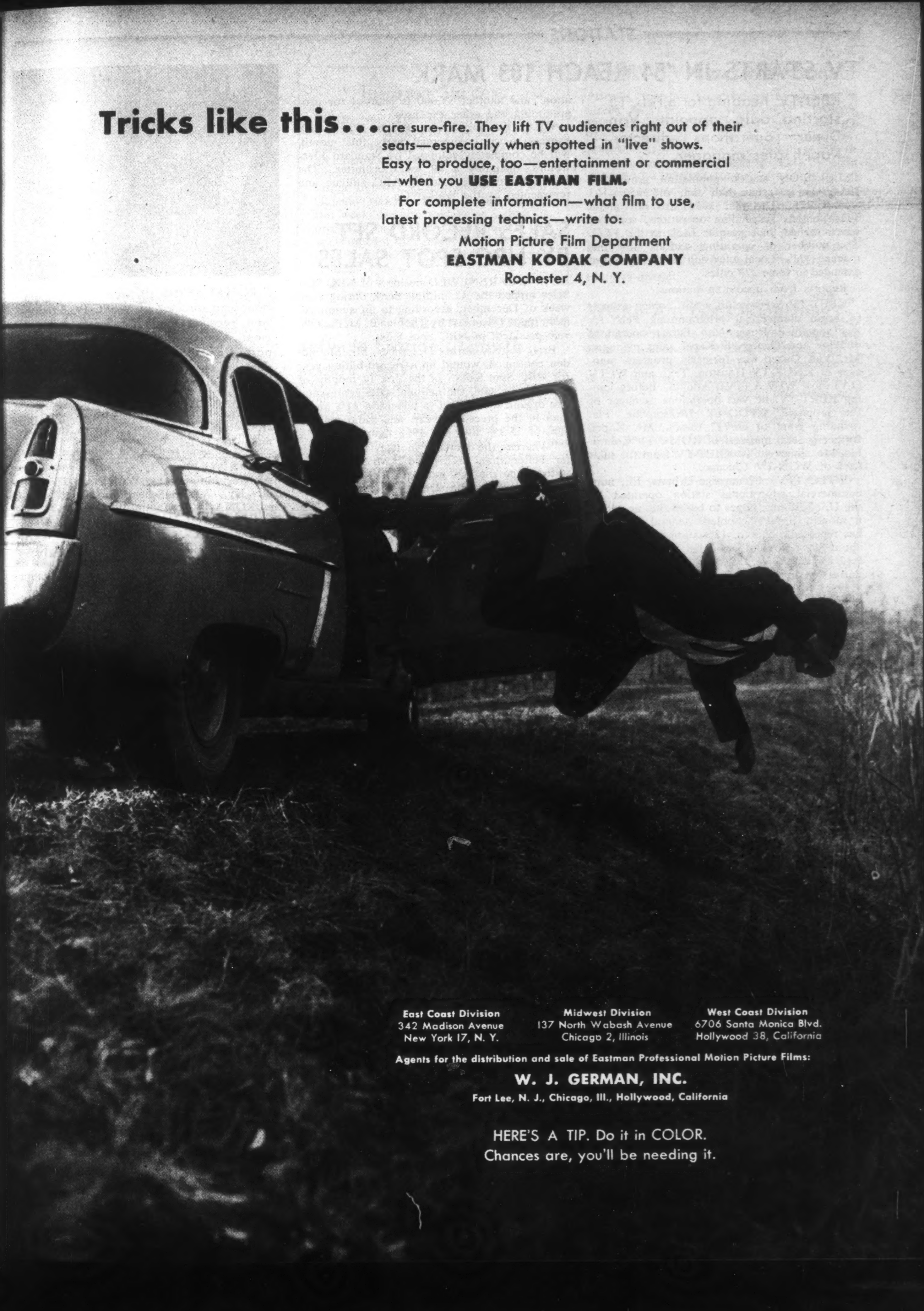

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TV STARTS IN '54 REACH 103 MARK

KBET-TV, heading for a Feb. 15 starting date, appoints Van Duzer operations director, Kapel sales manager.

TELEVISION station population growth in 1954 was less than half that of 1953—103 against 225. The year 1954 also saw about 36 tv outlets suspending operations, some of which turned their permits back to the FCC. The number of operating stations now has reached 421. Local television service has been extended to some 279 cities.

Reports from upcoming stations:

KBET-TV Sacramento, Calif., which expects to begin commercial programming Feb. 15, has appointed Roger Van Duzer operations director and George J. Kapel sales manager. Mr. Van Duzer was formerly program manager of KNUZ-TV Houston, Tex., and WLTV (TV) (now WLWA [TV]) Atlanta. Before joining KBET-TV, he was operations manager of the proposed WPDQ-TV Jacksonville, Fla. (pending grant of ch. 12 there). Mr. Kapel, former general manager of KOMU-TV Columbia, Mo., joins ch. 10 KBET-TV from the sales staff of WGN-TV Chicago.

WTLC (TV) Champaign-Urbana, Ill., noncommercial educational station operated by the U. of Illinois, hopes to be on the air within a month, Frank Schooley, general manager, has reported. The ch. 12 station will program about 3½ hours daily with 18.2 kw visual and 9.12 kw aural. WTLC will use $24,000 out of university or state funds for "transmitter operation" and another $9,000 is planned for programming and other expenses.

WEAT-TV West Palm Beach, Fla., which expects to go commercial early this month, will be completely equipped by Standard Electronics, including a 10 kw transmitter. The ch. 12 station is a primary ABC affiliate and represented by the Walker Co.

Tv Sells Toys

THE WHITE HOUSE department store, San Francisco, attributes its highly successful toy season to a 13-time pre-Christmas series of *Santa's Workshop* programs telecast in color by KRON-TV San Francisco.

Bill Hart, White House advertising manager, said that the store had its most successful toy season for many years, "contrary to the experience of other retailers in this area." He pointed out that over 10,000 pieces of mail were received from children as a direct result of the series.

SALES RECORD SET BY NBC SPOT SALES

NEW AND RENEWED business of NBC Spot Sales topped the $1 million mark during each week of December, according to an announcement today (Monday) by Thomas B. McFadden, vice president of NBC Spot Sales.

Brisk activity during December, Mr. McFadden continued, wound up a record-billing year for NBC Spot Sales. In the first 11 months of the year, he said, the national sales representative organization billed in television 31% more than in the preceding year, and radio made a gain of 15.3% over the 1953 figure.

"Whereas the increase in television sales is far better than anticipated," Mr. McFadden stated, "the marked increase of 15.3% made by radio reflects the strength of national spot radio. Advertisers are continuing to cultivate this basic communications and advertising medium and the proof is the increase in billings experienced during 1954."

Among the developments at NBC Spot Sales during the year, cited by Mr. McFadden as contributing to "the national sales organization's leadership in the field" were: increased direct contact at the client level with the support and cooperation of the client's advertising agency; creation of full-screen ID for advertisers as an alternate for the shared-screen ID's, and the origination and execution of the "sold on spot" advertising campaign. This campaign, created by H. W. Shepard, new business and advertising manager of NBC Spot Sales, is designed to sell spot radio and television as a basic medium and "to excite further interest on the part of national advertisers in the medium."

Based on the 1954 record, Mr. McFadden said, NBC Spot Sales is "confident that 1955 will be a year during which we will achieve even more than in 1954 in terms of sales and developments of selling techniques."

NBC Spot Sales represents the following radio and television stations: WAVE-AM-TV Louisville, Ky.; WRGB Schenectady, N. Y.; KGU and KONA-TV Honolulu; WRCA-AM-TV New York; WRC-AM-TV Washington; KSD-AM-TV St. Louis; KPTV (TV) Portland, Ore.; WTAM and WNBK (TV) Cleveland, Ohio; KRCA Los Angeles; KNBC San Francisco, and the Crosley group of radio and television stations in markets outside New York and Chicago.

J. ROBERT KERNS (l), vice president and managing director of WBRC-TV Birmingham, receives the 1954 Storer Achievement Award at a Dec. 20 Christmas party from Stanton P. Kettler, vice president in charge of Storer Broadcasting Co.'s Southern District. WBRC-TV joined Storer Broadcasting in July 1953 and since then has affiliated with CBS-TV, and increased its power from 35 kw to the maximum 100 kw.

KTLA (TV) Builds Remote For Pasadena Rose Parade

A COMPLETE color tv remote unit, assembled in a 35-ft. moving van by the staff of KTLA (TV) Hollywood, enabled the independent Paramount Tv Productions station to offer the only multichrome coverage of the annual Pasadena Rose Parade last Saturday.

Built under the direction of General Manager Klaus Landsberg, it incorporated a number of his designs and is now a permanent part of KTLA's equipment.

NBC-TV, which presented the Pasadena parade last year, said in November that it was unable to ship a color remote unit to Hollywood from Brooklyn in time to re-assemble and test it properly before the event. With this, KTLA became the only station to telecast the parade in color this year.

Knight Buys Charlotte Paper

PURCHASE of the *Charlotte* (N. C.) *Observer*, with a circulation reported to be the largest in the state, by John S. Knight interests for $7 million, was announced last week.

The Charlotte newspaper was actually bought by the *Miami Herald,* one of Mr. Knight's properties. Mr. Knight also owns the *Chicago Daily News, Detroit Free Press,* and *Akron* (Ohio) *Beacon-Journal.* The Knight radio interests include WQAM Miami, 45% of WAKR-AM-FM-TV Akron, and 27.7% of WIND-AM-TV Chicago. Mr. Knight and associates are 42.5% owners of Biscayne Tv Corp., applicant for Miami's ch. 7 on which an initial decision is awaited. Biscayne is 42.5% owned by the Cox-WIOD-*Miami News* interests, and 15% by Niles Trammell, former president of NBC.

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1954 Reverses WOR Decline, WOR-TV Has Successful Year

THE YEAR 1954 came to "a highly successful close" for WOR-TV New York while for WOR the 12 months saw a reversal of a six-year decline in radio, Gordon Gray reported last week in a statement issued at the end of his first year as general manager of the stations.

"We have every reason to believe that WOR-TV is now really 'over the hump'," he said. "What's more, we're happy to say that our books show that we have not only arrested a six-year decline in radio sales but show a definite turn upward."

WOR-TV sales manager Charlie Philips said "the last quarter [for WOR-TV] shows a gain of 195% over the first quarter." He noted that all eight advertisers on the station's *Million-Dollar Movie* series have renewed their sponsorships, and said other advertisers are on the waiting list and are being offered sponsorship in the new *Fortune Theatre* series based on the multiple-showing concept.

For WOR, Sales Manager Bill Dix reported: "Our national spot business is holding up very well, and an increase of 16.8% in local business has given us a definite plus for the year. Mr. Gray attributed WOR's "successful arrest of the decline in radio billings" to an "upsurge in local sales."

WWJ-TV Detroit Boosts Rates

WWJ-TV Detroit has announced rate increases effective Jan. 1, Edwin K. Wheeler, WWJ-AM-FM-TV general manager reported. The basic one-hour rate for the period 8 p.m. to 10:30 p.m., formerly $1,600, is now $2,000. The weekday 6:30-7 p.m. rate, previously $1,400, has been raised to a base of $1.600. WWJ-TV estimates its set count at 1,466,000.

Commercial Poker

THE SALESMAN with the best poker hand was the winner of the WTVJ (TV) Miami contest for the local sales department. Each salesman drew one card from his own deck for every new business contract he brought in during the just-concluded two-month contest. The station, in turn, put money in the pot for each contract, with the best poker hand taking the money. At the "showdown" session with the latest contracts in hand are (l to r): Harry Richmond,

Bob Justice, Stuart Barondess, John S. Allen (vice president and general sales manager), Frank Boscia, Stan Gordoni (national sales manager) and Ed McHale.

Mr. Richmond won the jackpot with a full house—queens over deuces.

Insuring Success

WLIB, New York independent, enjoyed such good business in 1954 that its management decided to pay the premiums of all its employes—about 35—on insurance held by them through the Radio & Television Industry Group Insurance Fund, General Manager Harry Novik reported last week. He also said Pulse ratings on programs in WLIB's Negro block had gone upward to a point where a raise in rates for these time periods is being considered.

WCBS-TV Yearend Statement Reflects Station's Growth

WCBS-TV New York, CBS-TV o&o station, entered a claim last week as the New York tv station with the greatest number of hours on the air—about 130 per week.

In a yearend statement, Sam Cook Digges, WCBS-TV general manager, also asserted that the station's total revenue in 1954 exceeded that of the previous year by 40%. Local and national spot revenues, he said, gained 41%.

Daytime anouncement revenue, according to Mr. Digges, ran 49% ahead of a year ago. He estimated that total dollar value of time and facilities devoted to public service on the station in 1954 reached more than $2.9 million.

WKOW-TV Plans Increase

WKOW-TV Madison, Wis., plans to increase its power to 200 kw upon completion of work on its studio building and installation of a new RCA transmitter in mid-January, it has been announced by Monona Broadcasting Co.

The ch. 27 uhf outlet now operates with authorized ERP of 162 kw visual, 87.1 kw aural and operating power of 17 kw visual, 8.5 kw aural.

WKOW-TV plans to carry some CBS-TV network programs in color when it boosts its signal and later, effective March 1, 1955, will have a new rate card to reflect the power increase.

WOR-TV 'Movie' Renewals

EIGHT current advertisers of WOR-TV's *Million Dollar Movie* program, which shows the same feature film 16 times a week, have renewed for another 13-week cycle, it has been announced by Gordon Gray, general manager of the station. Renewal contracts, he said, have been received from Liggett & Myers, Piel's Beer, Vick Chemical Co., Rival Dog Food, Sterling Drug, New York Telephone Co., Duffy-Mott Co. and Peller cream.

WOL-AM-FM Moves

WOL-AM-FM Washington has begun operations from new quarters at 2000 P St., N. W., the Washington Broadcasting Co. has announced. The new quarters are completely air-conditioned and contain new control room equipment in "more efficient, compact and modern studios." The new studios were designed by the executive and engineering staffs of the stations, according to the announcement.

WMBV-TV Plans New Studios

PLANS for the construction of studios in Green Bay, Wis., for WMBV-TV Marinette, Wis., have been announced by Joseph D. Mackin, manager of the ch. 11 outlet. Mr. Mackin stated that the new facilities will be equal in size and equipment to WMBV's plant at Radio-Tv Park, Marinette.

Additional studios were necessary because of the "large and growing number of Green Bay and Fox River Valley advertisers," Mr. Mackin said. Construction, expected to get underway immediately, should be completed in March. The building will be located in the Green Bay business district.

WCRB-AM Goes Nighttime

EXPANSION into evening broadcasting has been announced by WCRB Waltham, Mass., which adds that the station will continue to devote itself to concert music during the evening hours. Theodore Jones, president, said the station, using DA at night, will now reach into 150,000 more homes. WCRB-FM, on 102.5 mc, has been operating both day and night since early fall, according to the station.

Radio-Television
NOMINATIONS INVITED

1. Radio or Television Reporting: For the most distinguished example of spot news reporting of a single news event, scheduled or unscheduled, broadcast by radio or television during the year; exhibits consisting of recordings, tapes or film and a typewritten summary.

2. Radio and Television Newswriting: For the distinguished example of newswriting or commentary for radio or television; nominations consisting of either a partial or complete script, broadcast or telecast during the year.

3. Public Service in Radio Journalism: For an outstanding example of public service by an individual radio station or network through radio journalism, the test being the worth of the public service, the effectiveness of the presentation by the station or network, and the unselfish or public-spirited motives, bearing in mind that the broadcast must be journalistic in nature, not entertainment; commercially sponsored radio programs not being eligible; exhibits consisting of recordings (no tapes) and a typewritten summary mentioning running time of exhibit.

4. Public Service in Television Journalism: For an outstanding example of public service by an individual television station or network through television journalism, the test being the worth of the public service, the effectiveness of the presentation by the station or network, and the unselfish or public-spirited motives, bearing in mind that the broadcast must be journalistic in nature and not entertainment; commercially sponsored programs not being eligible; entries consisting of film and summary.

Deadline Feb. 1, 1955

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KMA's Ed May Reunites Mother and Children

"MOTHER reunited with four sons for Christmas," was the way the newspapers carried the story, but the reunion of Elsie Mae Rhoades Hill with the four sons she had not seen in five years actually was instigated by Edward May of KMA Shenandoah, Iowa.

The story began on Dec. 21 when Mrs. Tom Woods of Shenandoah telephoned a plea to Mr. May for help in reuniting her daughter and her daughter's sons for Christmas. The daughter had disappeared at a dance in 1949, leaving the four boys to be reared by their grandmother. When the grandmother appealed to Mr. May, she was bedfast with a broken ankle and was still recuperating from a cancer operation.

Using the facilities of KMA and its companion KMTV (TV) Omaha, and with the aid of the Omaha Associated Press Bureau—which filed the story on a national wire—the story caught on country-wide.

On the morning of Dec. 23, the missing mother walked into the offices of the *New York Post*. With Mr. May underwriting the expenses and with the help of CBS in securing hard-to-get pre-Christmas plane reservations out of New York, Elsie Mae and her husband, David Hill, were winging to Omaha that evening. They boarded KMA's private plane at Omaha for the 60-mile flight to Shenandoah, arriving the morning of Dec. 24.

At the Shenandoah airfield, the couple was met by the grandmother, the four boys and Mr. May, who had thoughtfully armed himself with Christmas gifts for the mother to present to her sons. Throughout the flight homeward, the couple was interviewed by newsmen, radio and tv reporters.

Plaudits have rolled in to KMA and to Mr. May. One which the station considers typical came from WSM Nashville. It read:

"Thanks for restoring [the children's] faith in Christmas and congratulations on such a fine job. We are proud to be in the same business with such fine people."

WFAA-TV Boosts Rates

RATE CARD No. 10, increasing rates for the first time since Jan. 1, 1954, has been issued by WFAA-TV Dallas, Tex. The new card, effective Jan. 1, represents an average increase of 10.74%, the station reports, although most daytime and late evening rates have not been raised. Class A base hourly rate is $900; Class B $500, and Class C $250. Card No. 10 also includes rates for participating announcements in the three time periods. WFAA-TV reports that in the past year the number of tv sets reached by its signal has been boosted 33.8%, to about 415,000 sets. This has been attributed to the ch. 8 station's power increase to 274 kw.

Good Music Unit Moves

GOOD MUSIC Broadcasters Inc., joint sales organization for Good Music radio stations, has moved into new headquarters at 6 E. 39th St., New York 16. The organization formerly was located at WQXR there. Raymond Green is president and founder of GMB.

Mid-Continent Broadcasting Appoints New Officers Slate

MID-CONTINENT Broadcasting Co.'s (KOWH Omaha, Neb.; WHB Kansas City, Mo.; WTIX New Orleans) board of directors has announced the appointment of new officers. Robert H. Storz, formerly president of the firm, has been named chairman of the board. Todd Storz, who has been vice president and general manager, was moved up to president.

ROBERT STORZ

TODD STORZ

MR. SHARPE

MR. ARMSTRONG

Virgil Sharpe, previously manager of KOWH, becomes vice president and general manager of the station. George W. Armstrong, formerly WHB manager, is now vice president and general manager of WHB.

Mr. Robert Storz stated that, "the new alignment of officers of the corporation was instituted so that the company's continued and expanding growth would be insured."

Eureka Stations Off Air For Hour After Earthquake

EUREKA, Calif., radio-tv stations were off the air about an hour Dec. 21 as an earthquake rocked the locality, according to William B. Smullin, president of KIEM-AM-TV. Some damage was caused at the transmitting plant, he said.

The studios and offices in the modern station building, which also houses Pacific Telephone & Telegraph Co., were undamaged due to modern construction, but other structures in the area were seriously damaged. KIEM-AM-TV were put off the air by power failure, Mr. Smullin said, with power returning just as emergency generators went into action. KHUM was off during the power shutdown.

Rumbles of the quake were broadcast later in the day by KIEM from a tape that was being made on a home recorder by a Eureka girl.

KIEM's towers were not damaged. Two after-shocks did not cause serious damage.

KCOR Construction Underway

CONSTRUCTION of a modern two-story building for KCOR-AM-TV San Antonio, Tex., is underway, according to Raoul A. Cortez, president. Estimated cost of the land, building, and RCA television equipment is approximately $400,000. Ch. 41 KCOR-TV, with target date in April, will have a 406-ft. tower.

Shapiro Back to WFAA-TV

MIKE SHAPIRO, tv representative in the Chicago office of Avery-Knodel Inc., has returned to Dallas as commercial manager of WFAA-TV, effective Jan. 1. He had been local sales manager of WFAA-TV in 1951, later becoming assistant manager of KDUB-TV Lubbock, Tex. His radio experience includes posts at KTXL San Angelo and KECK Odessa, Tex. He assumes the WFAA-TV duties of Terry Lee, assistant manager, who has become vice president-general manager of KOVR (TV) Stockton, Calif.

MR. SHAPIRO

GATES

Your One Source

For All Broadcasting Equipment

THESE OFFICES TO SERVE YOU

- Quincy, Illinois — 123 Hampshire Street — Telephone 8202
- New York City — 51 East 42nd Street — Murray Hill 7-7971
- Washington, D. C. — 13th & E Streets, N.W. — Metropolitan 8-0522
- Houston, Texas — 2700 Polk Avenue — Atwood 8536
- Los Angeles, Calif. — 7501 Sunset Blvd. — Hollywood 2-6351
- Atlanta, Georgia — 13th & Spring Streets — (open October 1, 1953)
- New York, International Div. — 13 East 40th Street — Murray Hill 9-0200
- Montreal, Quebec, Canada — Canadian Marconi Co. — Atlantic 9441

Too Much Business

WORL Boston had an unusual problem last month when it had no time left to sell. The dilemma, according to the station: they didn't know whether to keep on selling time and try to squeeze it in, or to turn down business and possibly create ill-will with the agency who might sell the station to a client only to find there was no time available. The station decided that in the best interest of all concerned it was necessary to hang up the SRO sign, but to continue selling—selling the idea that too much business on the station would reduce the sales value of the advertiser's message and lose listeners, who were the prospective buyers. The crucial period is over and the station is selling time again. It reports that good programming proved to be worth more in the long run because it kept listeners listening, kept them buying and kept advertisers happy.

WFAA-TV, Advertiser Raise $700 for Hospital Benefit

WFAA-TV Dallas and Ready-to-Bake Foods Inc. (Puffin Ready-to-Bake Biscuits) inaugurated a promotion on the station's *Julie Benell Kitchen Show* which netted $700 for tv sets which were sent to hospital wards.

The company offered to donate 10 cents to a fund for the underprivileged for every wrapper sent into the station by the audience. Seven thousand wrappers were delivered in two months.

Stuard Kennard, vice president of Ready-to-Bake Foods Inc., said that the promotion proved so successful that the company is interested in making the offer again with needy children again benefiting from the company's donations.

JULIE BENELL, m.c. of the WFAA-TV Dallas *Julie Benell Kitchen Show,* is handed a check by Charlie Parker, divisional sales manager, Dallas Plant Areas, Ready-to-Bake Foods Inc., for collecting 7,000 wrappers from the company's products. The money bought tv sets for local hospitals.

STATION SHORTS

KOB-TV Albuquerque is now received by Durango, Colo., effected by completion of Durango Television Network Inc., 169-mile community tv relay system, claimed by *Durango Herald-News* to be longest in country.

WTTV (TV) Bloomington, Ind., will air two new college credit courses, one in personal finance, other in first aid for home accidents, presented by Indiana U.

WCRB Waltham, Mass., following FCC grant, has expanded into evening operations, devoting nighttime to concert music broadcasting, marking first time Greater Boston has had such schedule, according to station. WCRB-FM has been operating at night.

KTBC-TV Austin, Tex., began complete day-and-night programming Dec. 20 to become first such station in Central Texas, according to station.

KSD-TV St. Louis, which has been equipped to carry network color, reports it's now equipped for color origination with completion of installation of $100,000 in equipment. Facilities include RCA 3-Vidicon color film camera and RCA color film and slide projector.

WISN Milwaukee changes phone number from Division 2-3000 to Broadway 1-4644, effective today (Mon.).

Please don't slip on the word 'Vaseline'

The word 'Vaseline' should not be used alone. It's *not* a complete name in itself, but is the registered trade mark owned by the Chesebrough Manufacturing Co., Cons'd.

Please Do

use the word 'Vaseline' with the name of the product it designates, such as 'Vaseline' Petroleum Jelly ...'Vaseline' Hair Tonic, etc. Thank you.

CHESEBROUGH MANUFACTURING CO., CONS'D

REPRESENTATIVE APPOINTMENTS

KTAC Tacoma, Wash., appoints Gill-Perna Inc., N. Y., as national representative.

Benton Paschall, Hollywood station representative, named exclusive Los Angeles sales manager, KMOD Modesto, Calif.

WCLO Janesville, Wis., and **WGEZ** Beloit, Wis., appoint Everett-McKinney Inc., N. Y.

REPRESENTATIVE PEOPLE

N. Art Astor, sales representative, Napier Co. (fashion jewelry wholesalers and manufacturers), N. Y., to Headley-Reed Co., L. A., as account executive.

STATION PEOPLE

Frank Soden, sales staff, WRNL-AM-FM Richmond, Va., appointed general sales manager.

Dean Lake appointed sales manager, WCEF Parkersburg, W. Va.

Jay Grill, formerly with sales staff, KGO-TV San Francisco, appointed sales manager, KFSD-TV San Diego.

Jack Mahoney, sales staff, WIBG Philadelphia, appointed local sales manager; **John Harper** returns to station as account executive.

Frank B. McLatchy, sales manager, KSL-AM-FM Salt Lake City, appointed manager of sales development of Radio Service Corp. of Utah (KSL-AM-FM-TV); **Paul S. Dixon,** national spot sales manager, KSL-AM-FM, appointed executive assistant in charge of corporate affairs of corporation; **Joseph A. Kjar** and **J. Allen Jensen,** both with KSL-AM-FM, appointed sales manager and program director respectively.

FRANCIS J. CORR, developer of the new $9 million Frandor Shopping Center in Lansing, Mich., signs for an hour a day across the board for 52 weeks over WJIM there, starting Jan. 3, with Harold Gross, president and owner of the station. Frandor will build a special WJIM radio studio in the center for remote broadcasts, which will enable merchants to make program appearances for their products or services. Contract will involve about $30,000.

Richard E. Hellyer, formerly with Grant Adv., Chicago, appointed manager, sales promotion-publicity dept., WLS Chicago.

Dan E. Ries, formerly assistant promotion director, WKRC-AM-TV Cincinnati, appointed promotion-publicity director, WTVN Columbus, Ohio.

Chuck Cromwell, announcer and personality, KGVO-TV Missoula, Mont., promoted to production manager; **Jack Blankenhorn** to station as regional sales representative; **Ed Dezendorf,** formerly with WILK Wilkes-Barre, Pa., to engineering staff.

John Jennings, graduate, Northwest Radio & Television School, Portland, Ore., to WEEK-TV Peoria, Ill., as film editor.

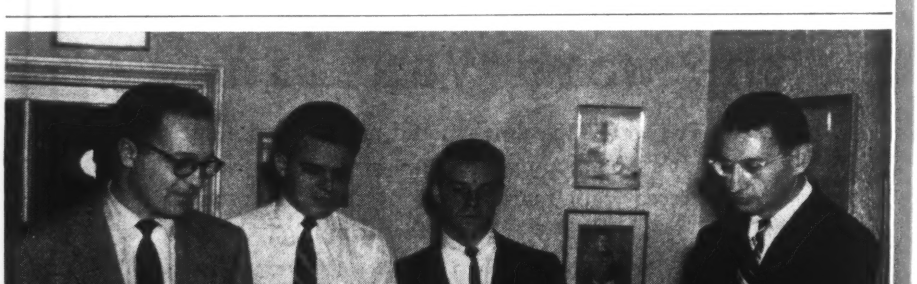
Harrison Wooley, sales executive, KEAR San Mateo, Calif., to KCBS San Francisco as national sales representative and merchandising director; **Dick Godfrey,** apprentice, KCBS, appointed news writer.

Norman Baum, formerly with WWDC Washington and recently separated from U. S. Army, appointed assistant program director, WWDC, succeeding **Dick Lawrence,** who has been named to announcing staff, succeeding **Jacque Wells,** who has moved to WCBM Baltimore as morning man.

John Kurtz, formerly assistant program director, KSTM (TV) St. Louis, to WTVD (TV) Durham, N. C., as producer-director; **Roy Bellus,** film director, WTVD, appointed producer-director.

Wallace Hutchinson, promotion and group sales manager, John Poole Broadcasting Co. (KBIG Avalon, KBIF Fresno, Calif.), Hollywood, to KNX Hollywood, as sales representative to food brokers and manufacturer representatives, succeeding **Roland D. McClure,** named account executive.

William J. Taylor, recently separated master sergeant, U. S. Marine Corps, and tv director, Camp Pendleton, Calif., and **Jack Stubbs,** account executive and farm director, KVVG (TV) Tulare, Calif., to KBIF Fresno, Calif., as account executives.



DONALD WEBB (seated), president of Pratt-Webb, Cleveland pie-makers, signs for Sunday morning *Journey Into Melody* on WGAR there with (standing, l to r) Lou Oswald, account executive, Oswald & Assoc.; Ernest Webb, P-W advertising manager; Bob Smiley, program host, and Mannie Eisner, WGAR sales representative.

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BUT our specialized
INSURANCE
covers these daily hazards
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protection is readily available—but
DO RISK 5 minutes and 3c
to write for details and a
rate built for you.
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KANSAS CITY, MISSOURI

THREE-DAY civilian orientation cruise to Pensacola, Fla., aboard the aircraft carrier *U. S. S. Monterey* is enjoyed by these broadcasting representatives who stand in front of the Monterey's war record (l to r): Bill Kusack, ABC Chicago chief engineer; Tom Talbot, manager, WJJL Niagara Falls, N. Y.; Sterling C. Quinlan, WBKB Chicago vice president, and George Forman Goodyear, president, WGR Corp. (WGR-AM-TV), Buffalo, N. Y. They were among 50 people from the New York and Chicago areas invited by Rear Admiral D. V. Gallery, USN, chief of Naval Air Reserve Training, to take the cruise and familiarize themselves with the function, conduct and problems of the Reserve Training Command.

Norman Prescott, disc m.c., WORL Boston, to WNEW New York in same capacity.

Penny Pruden returns to WCPO-TV Cincinnati as hostess, *Surprise with Pruden.*

Mary Kitano, assistant to radio-tv editor, former *L. A. Daily News,* to publicity staff, KNXT (TV) Hollywood.

John Bartlett, graduate, Northwest Radio & Television School, Portland, Ore., to WBAY-TV Green Bay, Wis., working on camera, floor and artwork.

Chris Roberts to WAAM (TV) Baltimore as weathergirl.

Gene Duncan, farm director and conductor, *Late Show,* WICS (TV) Springfield, Ill., leaves station to join U. S. Air Force.

Lloyd B. Schaffer, studio manager, WUSN-AM-TV Charleston, S. C., resigns to return to West Coast.

Mike Mistovich, commercial manager, KORA Bryan, Tex., appointed to permanent board of directors, The National Milk Bowl, annual charity football game for youngsters.

Clair Giles, business manager, WNAX Yankton, S. D., and assistant treasurer, Cowles Broadcasting Co. [KRNT-AM-FM Des Moines, KTVT (TV) Sioux City, WNAX], elected vice president, Yankton Greater Industries Inc.

Otto Brandt, vice president and general manager, King Broadcasting Co. (KING-AM-FM-TV Seattle), named to board of directors for 1955, Adv. & Sales Club of Seattle.

H. Leslie Hoffman, president, KOVR (TV) Stockton, Calif., and Hoffman Electronics Corp., radio-tv receivers, L. A., named Calif. State chairman for second consecutive year, 1955 American Cancer Society fund drive.

Edward Paul, salesman, WERE Cleveland, named to board of directors, Associated Grocery Mfrs.' Representatives.

Capt. S. W. Townsend, U. S. Naval Reserve, and president, WKST Inc. (WKST-AM-TV), New Castle, Pa., has organized and is commanding officer of new Naval Reserve unit for Fourth Naval District, Youngstown, Ohio.

Francis Coughlin, continuity director, WGN-AM-TV Chicago, to conduct workshop on tv scripts in U. of Chicago's communications course on "Introduction to Television."

Verdict Aired First

RADIO-TV news, allowed complete coverage of the Dr. Sam Sheppard murder trial in Cleveland, broadcast the verdict seconds after it was announced by the jury. WSRS reported it had a three-man team on the spot, headed by newsman George Patrick. The first man, who was near the jury box, signaled the decision to a messenger in the hall, who relayed it to the third man in the broadcast booth. Later, after the excitement and confusion had subsided, WSRS said it broadcast an exclusive interview with Stephen A. Sheppard, an elder brother, who asserted the case was going to be appealed. WGAR went on the air from the courthouse five minutes before the jury foreman announced the verdict to the courtroom and News Director Charles Day stood by in the hallway adlibbing until the decision was made known at 4:37 p.m., when he broadcast it to waiting listeners. WXEL (TV) fed the verdict to its studios by use of a phone directly connected with the courthouse. Moviemen Dick Lowe and Cook Goodwin and News Editor Ken Armstrong and News Director Ben Wickham covered the trial for WXEL. All stations kept a 102-hour vigil while the jury was deliberating. The trial lasted about nine weeks.

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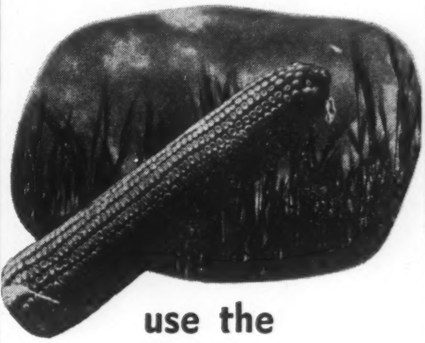

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THAT'S ALL I
WANT FROM YOU

RECORDED BY

JAYE P. MORGAN....... Victor
DICK JACOBS......... Coral

PUBLISHED BY

WEISS & BARRY, INC.

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 36
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

ACTOR KIRK DOUGLAS receives the first print of a motion picture appeal he made in behalf of the American Heart Assn. The presentation was a feature of a luncheon held to plan mobilization of radio-tv in support of the drive sponsored by the association and its affiliates. At the ceremonies are (l to r): Sylvester L. Weaver, NBC president and chairman of the AHA public relations committee; Myron P. Kirk, Kudner Agency vice president and chairman of the 1955 heart fund tv committee; Rome A. Betts, AHA executive director; Mr. Douglas, and John F. Meagher, NARTB vice president for radio and chairman of the heart fund radio committee.

Integrated Safety Spots

THE CISCO KID and Pancho, western series stars, with approval and cooperation of their area primary sponsor, Interstate Bakeries Corp., Los Angeles, have been combining public service spots with the regular commercials on Interstate's Southern California stations. Wider use of the announcements is planned. The 20-second spots, written and filmed so that they may be integrated with the commercial or used as 20-second pullouts, touch on safety, cleanliness, proper personal care and care for other people's property, among others.

Sick and Shut-in

WFPA Fort Payne, Ala., has been successfully airing the *Sick and Shut-In Hour* for over a year, the station reports. The program has expanded from a half-hour daily, to an hour daily and each listener is acknowledged once a week. The program plans to publish a weekly list of shut-in listeners, with their addresses, so they may exchange letters with one another. Besides the roll call of names the program features country gospel music played by a local minister.

'Tv Spotlights TB'

WEWS (TV) Cleveland, Ohio, in sponsoring a spot announcement contest, "Tv Spotlights TB," for junior and senior high school students, received more than 350 entries for the contest whose winners appeared on the air. Winners transcribed their spots for regular use by the station in cooperation with the Anti-Tuberculosis League of Cuyahoga County. Students also prepared the visual side of the public service announcements.

Fast Action

WJAR-TV Providence, R. I., airing an urgent appeal from a local hospital for a special type of blood, received four replies while the program on which the request had been made was still on the air.

Building Fund Promotion

WDTV (TV) Pittsburgh, Pa., presented an hour-long semi-documentary variety show featuring both nationally and locally known tv stars in behalf of the YMCA-YWCA $5 million building fund. *This Is Your 'Y'* was designed to be both informative in respect to the YMCA-YWCA program and entertaining to the viewing audience.

AM
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4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast
Jewish Market
of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of
"WHO'S WHO ON WEVD"
Henry Greenfield, Managing Director
WEVD 117-119 West 46th St.,
New York 19

'Not a Drop to Drink'

WFPG Atlantic City, N. J., was given a letter of commendation by the mayor and board of commissioners of Longport, N. J., for its work in warning Longport residents that their drinking water had been contaminated accidentally by seawater. The station also broadcast a list of places where anti-typhus inoculations were available and helped avert any possibility of an epidemic.

Successful Telethon

WFIL-TV Philadelphia reported a total of $361,795 raised during its fourth annual 18-hour telethon for the Cerebral Palsy fund. Portions of the show were broadcast by WFIL and televised by stations in Easton and Wilkes-Barre, Pa., and Atlantic City, N. J. Both locally and nationally known figures appeared on the special program.

Big Brothers Benefit

WCPO-TV Cincinnati raised approximately $35,000 for the Cincinnati Big Brother organizations during a 14-hour telethon.

Crosley Safety Films

CROSLEY Broadcasting Corp. has lent a helping hand on behalf of safety, producing a 12-minute film on automobile driving for the High School Safety Institute. The film is titled "It's Up to You" and was first shown to about 1,000 students at the Ninth Annual High School Safety Institute Day in Cincinnati. Personnel from Crosley's WLW-WLWT (TV) Cincinnati cooperated in the production. The film dramatized the proper and improper ways of driving an automobile. The movie will be shown throughout the area to high school students and youth organizations by the city's police department.

WBVP Aids Crusade

CRUSADE for Freedom, which enlists funds for Radio Free Europe, has called attention to cooperation it received from Frank Smith, president of WBVP Beaver Falls, Pa., for a special "old-fashioned Thanksgiving day" held at Freedom, Pa., for two Hungarian youngsters, escapees from behind the Iron Curtain. The entire citizenry turned out for the affair which featured a parade, a dinner at the high school and an Americana pageant. WBVP gave live coverage to the event.

Dancing Remote

WIST Charlotte, N. C., is airing a remote "dance party" type of program from a different city recreation center each schoolday afternoon in an effort to curb juvenile delinquency, the station reports.

Successful Day

KIDO Boise, Idaho, raised $10,000 in a 24-hour radiothon in behalf of the local United Cerebral Palsy organization.

Canton's Comic Outlook

WAND Canton, Ohio, lent its full support to a drive by a Mayor's Committee in Canton to improve the reading habits of its younger citizens. The committee procured enough good books to give one in exchange for every 10 crime and horror comic books turned in. The station donated a set of encyclopedias to the child who brought in the largest number of objectionable comic books.

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Directors Guild Nominates Five for Tv Film Award

NOMINATED for the second annual tv film directorial achievement award of the Screen Directors Guild are William Asher, who has submitted "Lucy's Mother-in-Law" from CBS-TV *I Love Lucy;* Robert Florey, "The Clara Schumann Story" from NBC-TV *Loretta Young Show;* Roy Kellino, "Interlude" from CBS-TV *Four Star Playhouse;* Ted Post, "High Water" from syndicated *Waterfront,* and Jack Webb, "The Big Producer" from NBC-TV *Dragnet.*

Nominees, selected by SDG members who have directed or are directing video films, submitted the half-hour tv film each considers his best work for 1954. SDG membership will vote on the award following a screening of the five films. The award will be presented at the Fourth Annual SDG Awards Dinner, Feb. 13, at the Biltmore Hotel, Los Angeles.

Mr. Florey won the first tv film award last year for "The Last Voyage," shown on CBS-TV *Four Star Playhouse.*

Broadcast Industry Cited

RADIO-TV industry has been cited by Dr. James E. Perkins, managing director of National Tuberculosis Assn., for its "inestimable value to the 1954 Christmas Seal sale and a remarkable example of the industry's generous contribution to public service."

CARTB Seeks Award Entries

ENTRIES for the John J. Gillin Jr. memorial award are now being requested from Canadian stations by the Canadian Assn. of Radio & Television Broadcasters, Ottawa, for presentation on March 21, 1955, at the CARTB annual dinner at the Chateau Frontenac, Quebec City.

The awards this year are to be made on the basis of any single or continuing contribution by any CARTB station to any form of community service. Facts and figures on what stations have done for their community will be the basis for the awards. Deadline is Feb. 1.

PRESENTATION of a microphone from the North Carolina Assn. of Broadcasters by Jim MacNeil (l), retiring NCAB president, to North Carolina's Gov. Luther Hodges takes place on the occasion of a statewide address by the governor. The mike is to remain in the executive offices and connected to a local loop through the rest of the governor's term. A "one million" inscribed on the microphone plate refers to the number of radio homes in North Carolina.

AWARD SHORTS

WOW-TV Omaha presented Certificate of Appreciation from Douglas County (Neb.) Red Cross for raising 641 pints of blood for Red Cross blood bank last August.

WTOP-TV Washington presented John Benjamin Nichols Award from Medical Society of District of Columbia for "contributions in the health field and distinguished service to the people of the District of Columbia."

WHAS-AM-TV Louisville has designated retiring Sen. John Sherman Cooper (R-Ky.) and Sen.-elect Alben W. Barkley (D.-Ky.) as Kentuckian Men of Year; Robert Whitney, Louisville orchestra conductor, designated by station as Louisville Man of Year.

WAVE Louisville has designated Sen.-elect Alben W. Barkley (D.-Ky.) as Kentuckian of Year.

WAAM (TV) Baltimore presented award to Maj. Gen. George W. Smythe, Second Army Deputy Commander, for Second Army's contributions to recent cerebral palsy telethon over that station.

Jess Mason, news commentator, KGW Portland, Ore., and KGW recommended for award of citation from American Legion Dept. of Oregon for sound American principles and stand against communism.

Raytheon Mfg. Co., Waltham, Mass., presented "Diplomo of Honour" citation at International Trade Exhibition, Milan, Italy, for modern industrial design for its Challenger table tv receiver.

Ignacio Carral, manager, Robert Otto & Co., S. A., presented annual Mexican advertising awards for best tv commercial and best brief institutional ad by Asociacion Nacional de la Publicidad of Mexico.

James P. (Uncle Jim) Harkins, former assistant talent coordinator, NBC, to receive Pro Ecclesia et Pontifice Medal from Pope Pius XII, in recognition of service to Pope and Roman Catholic Church.

WRUL Boston presented with citation by Radio Nacional de Guatemala for "magnificent service rendered to listeners in Guatemala" during and after liberation of country from communists last June.

Alex Segal, director, *U. S. Steel Hour* (ABC-TV, alternate Tues., 9:30-10:30 p.m. EST), presented Award of Excellence for photography from *Modern Photography* magazine.

James Rotto, vice president and publicity director, Hecht Co., Washington, presented plaque from Adv. Club of Washington in recognition of long service to advertising profession.

Tom Harmon, sports director, Columbia Pacific Radio Network, Hollywood, and former All-American football player, presented first annual Western Air Lines Inc. (L. A.) sports trophy as "the man who has done most in 1954 for West Coast athletics."

MARJORIE HAHN (r), president of the U. of Iowa chapter of Gamma Alpha Chi, professional fraternity for women in radio, tv and advertising, accepts Eisenhower Prayer Award and Citation on behalf of the chapter for its radio-tv-newspaper campaign promoting the sale of U. S. Savings Bonds. Fred D. Karl, Iowa state chairman of Savings Bond promotion, makes the presentation. Witnessing is Bea Johnson, director of women's activities for KMBC-KFRM and KMBC-TV Kansas City.

KEYS to a 1955 Plymouth are presented to Lew Reynolds (r), sales staff, WAGA Atlanta, by Claude Frazier, manager. Mr. Reynolds won the car in a station sales contest in which he showed the greatest increase in accounts and dollar volume.

LOUIS HUMMEL (r) is congratulated by Harry Mason Smith, vice president in charge of sales for Crosley Broadcasting Corp., Cincinnati, Ohio, in front of the Packard sport convertible he won for placing first in Crosley's "Operation Sunburst"—a promotion in which Crosley national tv sales representatives competed.

ZIV BUSINESS UP 31%, YEAREND REPORT SAYS

Film and program company cites increase in both radio and tv sales and expects even greater increases in 1955.

EXCELLENT YEAR in sales and production was noted last week by Alvin E. Unger, vice president in charge of sales, in a yearend review of Frederic W. Ziv Co. business. Mr. Unger reported more than a 31% increase in sales in 1954 above the previous year, and radio show production at an all-time high in Ziv's 15-year history.

As a result, Mr. Unger said, more than 50 radio series, totaling more than 6,000 individual programs, will be available to local radio stations this year.

Mr. Unger said Ziv would continue its policy of signing top name stars for quality vehicles. Among those stars now transcribing shows for Ziv, he listed David Brian (*Mr. District Attorney*), Red Skelton (*Red Skelton Show*), Peggy Lee, Dick Powell, Ginger Rogers, Tony Martin (*The Hour of Stars*), Tyrone Power (*Freedom, USA*), Humphrey Bogart, Lauren Bacall (*Bold Venture*) and Irene Dunne, Fred MacMurray (*Bright Star*).

Ziv expects the more than 31% increase in sales to go higher in 1955 because of advertiser interest. The company plans to follow its practice of syndicating well known program properties such as *Mr. District Attorney,* for which he said sales have jumped to more than 300 in the six months it has been on the market.

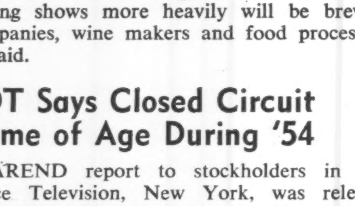
Local advertisers expected to use transcribed radio shows in greater number this year, according to Mr. Unger, include banks, bakeries, electric appliance distributors and dealers, supermarkets, automobile dealers, department stores and dairies. Regional advertisers also buying shows more heavily will be brewing companies, wine makers and food processors, he said.

BOT Says Closed Circuit Came of Age During '54

YEAREND report to stockholders in Box Office Television, New York, was released by William P. Rosensohn, president of the company, stating that "closed-circuit television has come of age in the past 12 months as a potent selling tool for American industry."

In the report, Mr. Rosensohn informed stockholders that in 1954 BOT had participated in an average of one closed-circuit coast-to-coast meeting per month for a top rated industrial concern with a total gross volume of close to $1 million. The meetings included two shows each for Ford, Chrysler and Pan American World Airways. The company's facilities also were used by American Management Assn., Dow Chemical Co., Wyeth Labs and Kaiser-Willys.

Mr. Rosensohn estimated that the dozen shows were witnessed by more than 300,000 people. In one instance, he said, 35,000 people saw a two-hour Ford telecast. In 1955 Mr. Rosensohn expects the firm to increase its business to a total of 50 meetings with an increased income of $2,500,000.



"Him KRIZ Phoenix personality—adopted by tribe."

UBS Names New Officers

APPOINTMENT of new officers for 1955-56 has been announced by Universal Broadcasting System, Detroit. Harry Krivitsky, assistant general sales manager in charge of television rental, has been appointed district manager of the UBS Boston office. Richard H. Curley Jr. of CBS has been elected to the UBS board of directors and Dr. Ames Robey, former UBS president and a member of the board, has requested a one-year leave of absence, according to the announcement. Re-elected to the board of directors were Richard L. Colten, UBS president, and John L. Mayer, treasurer. Robert P. Bigelow was elected secretary of the corporation.

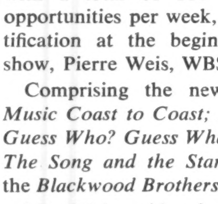
World Broadcasting System Offers Seven New Programs

MORE THAN 1,000 World Broadcasting System subscribers were to have a new series of seven, across-the-board programs available on Jan. 1. The programs, all musical, offer stations nearly 12 hours of programming weekly, with a total of 111 one-minute spot-selling opportunities per week, adding to sponsor identification at the beginning and end of each show, Pierre Weis, WBS general manager, said.

Comprising the new program group are: *Music Coast to Coast; Passport to Daydreams; Guess Who? Guess What?; Westward to Music; The Song and the Star; The Three Suns,* and the *Blackwood Brothers Quartet.*

Mr. Weis said sales tools to be provided stations will include "new local personality shows and local interest features."

PROGRAM SERVICE PEOPLE



MR. HEBERTON

Kenneth W. Heberton, assistant vice president, Western Union Telegraph Co., Washington, appointed vice president for government relations, continuing as Washington office manager.

Ralph W. Rogers, former staff announcer, KEX Portland, Ore., to Northwestern Recording Inc., same city, as public relations and sales representative.

Les Lear, president, Les Lear Productions, Chicago, appointed chairman, special events div., 1955 Chicago Heart Assn. fund drive.

NBC REPORT SHOWS RECORD TV GROSS

The network's yearend report cites $125 million gross time billings for television and indicates the milestones which the medium has passed.

RECORD HIGH total of tv gross time billings for 1954—some $125 million worth—was claimed last week by NBC in a yearend report.

The network said that its "new look in sales patterns based on the magazine concept" attracted a total of 210 tv advertisers, an increase of 45 over the previous year and a tripling of its tv advertiser roster over 1950.

NBC said 1954, the first year of administration of the network's management team of President Sylvester L. Weaver Jr. and Executive Vice President Robert W. Sarnoff, was marked by the creation of new programming and sales patterns "which sped the development of network color television on a commercial basis."

Particular attention was paid in the report to Mr. Weaver's announcement early in the year of the scheduling of 33 hour-and-a-half color spectaculars which NBC reminded "was followed by an immediate sellout to six national advertisers whose investment in these programs totaled $14 million."

The number of NBC-TV stations equipped to carry color tv transmissions jumped from 21 last January to 93 last month, making color available in an area comprising 87% of the U. S. tv audience, it was said in the report.

NBC claimed the "first west to east transcontinental transmission of color," the Tournament of Roses Parade on Jan. 1, 1954.

Also marked was NBC's "basic revamping of the program lineup," which by the fall season totaled 39 new tv programs. Its introduction in March of the *Home* show, 11 a.m. to noon EST, and in November of its Saturday morning two-hour block of children's shows, NBC said, highlighted changes in daytime television. Arrival in September of its tv show, *Tonight,* also marked the year.

In film activities, the network said the NBC Film Div. provided tv stations with 736 weekly half-hours of local programming compared to 235 in 1953. Also reported: more than 1,120 Film Div. program sales in markets ranging in size from 4,000 tv homes to New York City's 4.25 million tv homes.

Boost in tv station lineup was cited. The network said the average sponsored NBC-TV evening show was carried by 94 stations in November 1954 compared to 67 stations in the same month of 1953.

Actual growth of the radio and tv networks was pointed out with NBC reporting a total of 210 and 196 affiliates for the respective networks.

New highs in the gross income of its owned

Color Remains at NBC

NBC President Sylvester L. Weaver Jr. said in a statement Wednesday that "there are no changes" in NBC's "previously announced plans for color television programming. . . . Public interest has been highly encouraging and we look forward to continued advances and expansion in color programming in 1955." His statement followed disclosure that CBS-TV is considering whether to continue its colorcasting schedule when its first year's cycle is completed in April [CLOSED CIRCUIT, Dec. 27, 1954].

and operated stations division were reported.

Opening in September of its Brooklyn color studio (which NBC refers to as the "largest television studio in the world") and construction of a new color studio in Burbank, Calif., were pointed up.

NBC said its Merchandising Dept. in 1954, the third year of its operation, conducted campaigns for more than 115 advertisers. Substantial amount of the work by this department was for NBC-TV's "magazine" trio, *Today, Home*, and *Tonight*.

NBC's report, which also detailed organizational changes made during the year, noted that by the year's end, 4,700 regular employes were on the network staff compared with 4,458 a year ago. In the year, the company had 111 separate labor agreements with 15 different unions.

NBC Names Hazelhoff To Head Telesales Dept.

APPOINTMENT of Erik Hazelhoff as manager of NBC's newly-created Telesales department was announced last week by Matthew J. (Joe) Culligan, NBC's national sales manager.

The new department evolved from an experimental unit of NBC-TV's *Today, Home* and *Tonight* shows, and now becomes a full-scale presentation unit of the NBC sales department, according to Mr. Culligan. It will be available to the entire network sales operation for all shows.

In his new post, Mr. Hazelhoff will supervise the production of kinescope film and "live" closed-circuit presentations for new business on the network. The operation is an attempt by NBC to project the format of the programs and the personality of the stars to advertisers interested in television.

Mr. Hazelhoff, a former editorial writer for the *Today* show, expressed the view that the "greatest demand for the telesales operation will come from the daytime television areas, since most prospects do not have the opportunity to see the daytime shows because of lack of viewing facilities at their places of business."

$2 Million in Co-op Sales Shared by NBC Affiliates

AN ESTIMATED $2 million in time revenue through sale of co-op programs during 1954 was shared by 85% of NBC Radio's affiliates, Ludwig W. Simmell, NBC manager of Co-op sales, said last week.

Mr. Simmell reported the figures represent the sale in 170 individual markets of 11 cooperative radio programs to 550 local advertisers.

Program list showed *World News Roundup* at the top, sold at various times by a total of 90 stations; *Election Returns* ran second with local sales by 61 affiliates, while the *H. V. Kaltenborn* news show was third with 55 stations.

At the same time, *Three Star Extra* (6:45-7 p.m. EST), now sponsored by Sun Oil Co.. on 36 stations in a 14-state area, will be made available to the rest of the NBC Radio network, starting next Monday (Jan. 10).

According to Mr. Simmell, the standing of other programs sold cooperatively were *Sports Daily* in 48 markets; *Alex Drier* in 40; *Pauline Frederick Reporting* in 32; *Morgan Beatty-News of the World* in 26; *Egbert and Ummly* in 22; series of four *Election Preview* programs in 20; *Grand Ole Opry* in 19, and *Pee Wee King* in 9.

SPORTS LINEUP PLANNED BY MBS

IN an effort to bolster its evening lineup and at the same time offer programming likely to engender sales interest, Mutual last week announced plans for broadcasting major sports events on a year-round basis, starting Jan. 11.

Titled *Parade of Sports*, this programming will be presented on a three-to-six day per week basis, depending on the number and calibre of sports events available. It will be slotted for airtime at about 9:15 p.m. EST, and will run for about two hours, except for Saturday night when the broadcasts will start approximately at 7:30 p.m. One important consideration that influenced Mutual to inaugurate this special programming, it was believed, is that the network presently carries no commercially-sponsored shows after 9:05 p.m. EST.

The *Parade of Sports* will be made available for local cooperative sponsorship. An MBS spokesman pointed out that the Mutual-Ward survey [B•T, Oct. 4] highlighted the popularity of sports shows, and the network is of the opinion that the *Parade of Sports* will attract listener as well as advertiser support.

Among the events to be broadcast will be college basketball games, professional basketball, hockey and late-winter track games. It was pointed out that events will not be broadcast in a city where prior arrangements exist for presenting the game on a local station, but this will not interfere with network broadcasting to other localities.

Stanton, Godfrey, Puck Deny It Happened Over Marlowe

THE PRESIDENT of CBS Inc. and two of the principals issued statements late Wednesday denying published reports that Arthur Godfrey had fired Larry Puck, the producer of his Wednesday night program, because Mr. Puck had become engaged to Marion Marlowe, singer on the Godfrey shows.

Dr. Frank Stanton, president of CBS, said Mr. Puck would continue as general manager of the staff concerned with the Godfrey evening programs; would continue as co-producer (with Jack Carney) of the Godfrey *Talent Scouts* program; and would continue his administrative functions on *Godfrey and His Friends*, the Wednesday evening show. But at Mr. Puck's own request, Dr. Stanton continued, he will no longer serve as producer of the Wednesday night show, a responsibility now being taken over by Mr. Godfrey.

Further, Dr. Stanton said, neither Mr. Godfrey nor any CBS executive concerned with Mr. Godfrey's programs was aware of Mr. Puck's engagement to Miss Marlowe.

Mr. Puck said: "It has been common knowledge that in recent months I had on a number of occasions expressed the hope that I might be relieved of my producing assignment for the Wednesday night television show because, combined with my work on other Godfrey operations, it was getting to be too much for one man to do."

Said Mr. Godfrey: "I did not fire Larry Puck. He is a very valuable member of our set-up and I regret his inability to continue all the responsibilities he has exercised for the past six years. I'm sorry I did not know about his engagement to Marion Marlowe. To both of them, my blessings and best wishes."

$100,000 for Free

THE FOUR television networks were set to boost The Advertising Council's "Future of America" campaign yesterday (Sunday) with four free half-hour telecasts, whose commercial value was estimated at more than $100,000. The program, titled *The Future of America*, was scheduled to be presented yesterday over NBC-TV at 1 p.m. EST; over CBS-TV at 2 p.m.; over ABC-TV at 8:30 p.m., and over DuMont at 9 p.m. The filmed show was arranged as special New Year programming.

'Strike It Rich' Ruling Claimed Victory by All

BOTH sides claimed victory after a unique decision was handed down by New York's City Felony Court last week on the year-old feud between New York Welfare Commissioner L. McCarthy and the *Strike It Rich* radio-tv program.

A 16-page decision was rendered by Magistrate Samuel H. Ohringer ruling that the show violated the City Administrative Code because it failed to have a license to solicit funds from the studio audience. But he also held that the city had no jurisdiction over the show's format or its relationship with its audience.

Attorneys for Walt Framer, Walt Framer Productions, the show's producer, said they plan to file an appeal as soon as a court judgment is issued. Commissioner McCarthy said he would "take appropriate action" after he watched the program, thus indicating that the city would insist the show obtain a license.

Judge Ohringer said the city cannot control the relationship between the show's sponsors and the home viewers, holding that this was a subject which comes under federal jurisdiction.

The victory claims were expressed in this way:

Mr. Framer said he was gratified that the court found that the city could not interfere with the program's format but that he was "disappointed" that the show required a license and an appeal would be made "to the highest court if necessary."

Mr. McCarthy said he hoped the ruling finding "Mr. Framer and Mr. Hull [Warren Hull, m.c.] are guilty as charged of public solicitation without securing the required license" will mean the "end of this kind of abuse of public confidence."

Strike It Rich is sponsored by Colgate-Palmolive Co. Mon.-Fri. on CBS-TV at 11:30 a.m.-noon. The morning tv programs are rebroadcast the following day for the full five days on NBC Radio in the same time slot. C-P, which also sponsors the program Wednesday at 9-9:30 p.m. EST, on CBS-TV, will replace the show in that period effective Jan. 16 with a filmed program, *The Millionaire*.

WROW-TV Signed by CBS-TV

SIGNING of WROW-TV Albany, N. Y. (ch. 41), as a limited alternate affiliate of CBS-TV, effective Feb. 1, was announced last week. The station, in which CBS commentator Lowell Thomas is a stockholder and board member, is headed by Rep. Dean P. Taylor (R-N. Y.) as board chairman, Frank M. Smith as president, Tom S. Murphy as general manager. A second congressman, Rep. Leo O'Brien (D-N.Y.), also is on the board.

MEMBERS of NBC's Owned Stations Div. in New York, who have been staff members for 10 and 20 years, were honored at a luncheon last month by Charles R. Denny (c), NBC vice president. L. to r: Paul Turner (10); William Haerer (20); Sherman Hildreth (10); Mary McNulty (10); Kenneth J. Arber (20); Mr. Denny; Hamilton Shea, vice president in charge of WRCA-AM-TV New York; Arax Kazanjian (10); Thomas C. McCray, general manager of KRCA (TV) Los Angeles, and Thomas B. McFadden, NBC Spot Sales vice president (20). William Malcolm, with 10 years service, was not present at the luncheon.

New Racing Network Formed With Headquarters at WMID

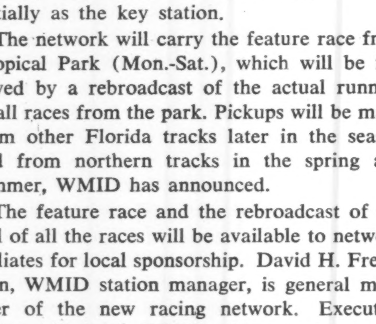
NEW RACING NETWORK, to be called the Feature Race Broadcasting Network, has been formed, with WMID Atlantic City, to serve initially as the key station.

The network will carry the feature race from Tropical Park (Mon.-Sat.), which will be followed by a rebroadcast of the actual running of all races from the park. Pickups will be made from other Florida tracks later in the season and from northern tracks in the spring and summer, WMID has announced.

The feature race and the rebroadcast of the call of all the races will be available to network affiliates for local sponsorship. David H. Freedman, WMID station manager, is general manager of the new racing network. Executive offices will be at WMID. Lineup of member stations was not announced.

Four Tv's Linked to AT&T

FOUR additional television stations were linked to AT&T's nationwide intercity tv relay facilities over the Christmas weekend: WFIE (TV) Evansville, Ind.; WEHT (TV) Henderson, Ky.; WBTW (TV) Florence, S. C., and WSFA-TV Montgomery, Ala. AT&T said last week that with these additions live network tv service is now available to 356 stations in 232 U. S. cities.



THE SMART BUY IN MILWAUKEE

REGIONAL COVERAGE AT LOCAL RATES

860 KC

Adam J. Young Jr., Inc., Nat'l Reps.

NETWORK PEOPLE

Ralph Glazer, account executive, Columbia Pacific Radio Network, Hollywood, named CPRN eastern sales representative, headquartering in N. Y., succeeding **Tom Swafford,** who moves to CBS Radio Spot Sales, N. Y.; **Roland H. McClure,** sales representative, KNX Hollywood, succeeds Mr. Glazer.

Hazel Markel, formerly women's commentator, MBS and WWDC Washington, appointed associate producer in charge of radio-tv activities, Washington office, *The American Forum* and *Youth Wants to Know*.

Cliff Brown, formerly with radio-tv promotion staff, Universal-International Pictures, Studio City, Calif., to NBC-TV Hollywood as associate producer.

Robert S. Finkel, director-producer, ABC-TV Hollywood, to NBC-TV there in similar capacity for *Great Gildersleeve* pilot program, to be released Jan. 6.

Jeanne Morehead, formerly with Young & Rubicam, N. Y., to publicity-promotion dept., ABC Central Div., Chicago.

William S. Hedges, vice president, NBC, appointed to head radio-tv executives committee organized to help N. Y. Public Library in current funds appeal.

James C. Harsch, Washington news analyst, NBC, will address 10th annual session of Georgia Radio & Tv Institute at Henry W. Grady School of Journalism, U. of Georgia, Athens.

San Zelman, news director, Columbia Tv Pacific Network, Hollywood, elected president, Radio & Tv News Club of Southern Calif., with **John Holbrook,** newscaster, Mutual-Don Lee Broadcasting System, Hollywood, as vice president; **Wilfred Brown,** news editor, Mutual-Don Lee, secretary-treasurer, and **Chet Huntley,** ABC Radio news analyst, **Bob Greene,** Mutual-Don Lee news editor, **Max Roby,** former RTvNCSC president and CBS Radio newscaster, and **Eddie Lyon,** former news editor, KLAC-TV Hollywood [now KCOP (TV)], as board members.

FOLSOM FORECASTS RCA BANNER YEAR

Sales volume in electronics products will reach record levels, says RCA president.

OUTSTANDING sales volume in 1955 for RCA's radio, tv and electronics products was predicted Wednesday by Frank M. Folsom, president of RCA.

Mr. Folsom, in a yearend statement, was optimistic on expected radio set sales, forecasting "a substantial upward trend."

Sales of products and services by RCA for 1954, he reported, attained an all-time high volume of about $930 million. "The electronics industry as a whole continued its phenomenal growth, with sales of more than $10 billion, which is about 600% greater than those eight years ago."

Mr. Folsom noted that RCA Victor's unit production and sales of tv sets surpassed 1950, which had been the top year, and predicted that the opening of new tv service areas and the trend to multiple tv sets in homes "will give added impetus to sales in the years ahead." He continued:

"In fact, estimated sales of black-and-white and color receivers during the next five years is expected to exceed 33 million units, thus exceeding by more than a million units sales during the past five years."

Industry and government purchases of new electronic products were cited by Mr. Folsom who said that by the end of 1954, the volume had reached a total of more than half of that in communications and home entertainment.

In 1955, he said, "development of color into its commercial phase will move ahead." He paid particular attention to RCA Victor's 21-inch color sets, which he said will contribute substantially to "the transition over the next few years to a nationwide color television service, with a steadily increasing demand for color sets."

DuMont Says B&W Tv Will Stay Tops in '55

PREDICTION that 1955 will be "primarily a black-and-white year" for the television receiver market was expressed last week by Dr. Allen B. DuMont, president of Allen B. DuMont Labs. He said 1955 "looks about 99% black-and-white."

Dr. DuMont said that production of color receivers will not exceed 50,000 units in 1955, but expressed the view that the electronics industry as a whole is in for a year of "good consumer demand and heavy business activity." He added that he expected DuMont's manufacturing operation to exceed any previous year's activity.

He reported that DuMont's television receiver division and the cathode-ray tube division both enjoyed unit sales increases, but noted that profits for the tube division were smaller than in 1953 because of "the extremely com-

1st choice!

WENT

Gloversville, N. Y

Ask

GILL-PERNA

petitive conditions in the tv picture tube industry." He said the company had made many plant improvements at the tube division during 1954 in order to reduce manufacturing costs and to provide facilities for the manufacture of color tv picture tubes.

Dr. DuMont characterized 1954 as a year that continued the expansion of the television and electronics industry in most of its phases. He pointed out that more than seven million receivers were produced during 1954 and about 75 new stations went on the air, but added:

"An unfortunate occurrence was the large number of uhf television stations that ceased operations or decided not to attempt to go on the air during the year—a direct result of the FCC allocation plan, which intermixed vhf and uhf stations in the same market areas."

E. P. Rice, manager of the cathode-ray tube division, reported that picture tube sales at DuMont exceeded the previous record year of 1953 by 12%. He said that based on industry estimates that between 6-6½ million receivers will be produced in 1955, the tube industry should enjoy "another good year" in 1955.

GE Tube Div. Chief Foresees 11.5 Million Tubes in '55

AMERICANS will require more than 5.5 million new picture tubes for their tv sets in 1955 and the industry will produce about six million more for new sets, it was predicted last week by J. Milton Lang, general manager of General Electric Co.'s tube department. He said this anticipated figure of 11.5 million tubes would top the previous record year of 1953 by about a half-million tubes.

Mr. Lang also voiced the belief that the industry-wide electronic tube business will have a total volume of about $620 million in 1955. He said that continued developments in receiving tubes and in industrial and transmitting tubes will result in "improved performance of these types in home entertainment, industrial and military use."

Electronics Mfrs. Display Wares at Chicago Market

THE NATION's major electronics manufacturers will exhibit their 1955 line of radio, television and related lines of consumer products at the International Home Furnishings Market in Chicago for 12 days starting today (Monday).

Among the set-makers who will hold forth at Chicago's Merchandise Mart, according to advance notices, are CBS-Columbia, Westinghouse Electric Corp., Raytheon Mfg. Co., Admiral Corp., Motorola Inc. and others.

CBS-Columbia has announced it will display its "present line of black-and-white and color television receivers and radios."

Raytheon's tv-radio operations division held out promise of a display that would "usher in a new era of electronics" hinging on "a revolutionary new kind of tubeless radio which lasts indefinitely, out-performs all conventional radios and operates at almost no cost."

Westinghouse will show its new year-round consumer products and will be represented by executives from its electric appliance division.

RCA and CBS-Columbia, leading manufacturers of color tubes, are expected to display their latest lines for public comsumption.

The International Home Furnishings Market is held semi-annually in Chicago (in January and in June) and features exhibits of radio-tv and other manufacturers.

Trav-Ler Seeks Canada Plant To Make Large Screen Tv Sets

TRAV-LER Radio Corp., Chicago, is currently negotiating for a plant in central Canada looking toward the manufacture of large-screen monochrome television sets for about $200, it was reported last week.

Joseph Friedman, firm's president, outlined to dealers and distributors at the Chicago's Ambassador East Hotel Tuesday his company's plans for expanding into the Canadian market, where he feels there is a great potential. He claimed that the Canadian market has scarcely been touched by American set-makers. He did not amplify what size picture screens would be put out but it was assumed they would measure 21 inches or more.

Raytheon Appoints Two

CURTIS L. PETERSON has been named advertising manager and Cliff Knoble merchandising manager of television-radio operations, Raytheon Mfg. Co. announced last Tuesday.

Mr. Knoble, advertising manager for the past year, was previously advertising manager for Chrysler Corp. for nine years. Mr. Peterson formerly was account executive and Chicago manager for Cowan & Dengler Inc., New York, which handles the Raytheon account in the East. Before that, he was advertising director of Ekco Products for 15 years. Additionally, he served in a merchandising capacity for Philco Corp.

Wrist Radio Reaches 45 Miles

NEW wrist radio receiver that can pick up messages originating 45 miles away is described by the Dept. of Commerce in a bulletin published by its Office of Technical Services. Using a printed circuit and three transistors, it plugs into the ear like a hearing aid. A one-foot antenna, built into the watch strap, is not needed for local reception. A battery, half-inch wide and five-eighths of an inch long, provides power.

Dage Exhibits in Mexico City

A NEW low price television transmitter that can develop 50 w power with a range up to 25 miles was exhibited by Dage Electronics last month in Mexico City at the Central American and Caribbean Convention, sponsored by the Inter-American Broadcasters Assn. Called model BT-50A, it is said to have a signal strength of 1,000 microvolts at a distance of six miles. The low price of the BT-50A, when put together with the miniature Dage cameras, will put tv within reach of every town of large or small area, F. Dan Meadows, Dage general sales manager, declared. Dage is a division of Thompson Products Inc.

Stromberg-Carlson Names Hunt, Schifino V.P.'s

CLIFFORD J. HUNT, general manager of Stromberg-Carlson Co.'s radio-television division, and Anthony G. Schifino, general manager of the sound division, have been elected vice presidents by the firm's board of directors, according to R. C. Tait, president of the company.

In other changes, John H. Voss, general manager of the telephone division, becomes a vice president, and Philip J. Lucier, manager, telephone finance department, and Arthur J. Frink, general credit manager, add the title of assistant treasurer.

S-W Drops Home Sets

HEAVY workload for government electronics projects has prompted Stewart-Warner Corp. to abandon manufacture and sale of home-type radio-tv receivers and phonographs in the U. S. within the next three weeks, the company has announced.

Hoffman Radio Corp. will assume warranty and servicing on present sets for S-W products, according to a letter sent to dealers and distributors. The firm will continue, however, in the receiver-phonograph field in Canada for export.

MANUFACTURING PEOPLE

Dr. Donald B. Sinclair, chief engineer, General Radio Co. (radio and electrical laboratory apparatus), Cambridge, Mass., elected vice president for engineering.

Marty Bettan, formerly sales manager, Radio Merchandise Sales, N. Y., appointed national sales representative, Rogers Electronic Corp., same city.

Peter J. Reuter appointed manager of contract relations, government operations, CBS-Columbia and CBS-Labs, headquartering in Long Island City, N. Y.

George A. Hinckley, formerly with WHDH Boston, appointed field application engineer in New England area, Raytheon Mfg. Co., Waltham, Mass.

THE LATEST WCKY STORY

In The Greater Cincinnati Area

Of the 302,630 Radio Homes
regularly surveyed by Pulse,
1 out of every 4½
was tuned to WCKY in Sept.-Oct.
Every day, Monday thru Friday, 9 a.m. to 7 p.m.

Buy Independent—Beat Network ratings: Get lower cost per thousand and large outside BONUS audience.

BUY WCKY

WCKY

FINAL RITES HELD FOR HORACE LOHNES

Industry figures from across the nation attend funeral services for prominent radio and television lawyer.

FINAL TRIBUTE to Horace L. Lohnes, 57, senior active partner of Dow, Lohnes & Albertson, Washington law firm, was paid Tuesday as industry figures from all parts of the nation took part in funeral services.

An attorney of wide renown, Mr. Lohnes knew thousands of persons in the broadcasting and legal fields. His career was cut short Dec. 23 as a heart attack led to his death within a few hours [AT DEADLINE, Dec. 27, 1954].

MR. LOHNES

Services, including American Legion rites, were held Monday evening at the Gawler funeral home in Washington, followed by private ceremonies Tuesday afternoon at Twin Oaks, Vienna, Va., his home. Burial was in National Memorial Park, Falls Church, Va., with Masonic rites at the grave.

Donations, in lieu of flowers, were made by friends to the George Washington Law Center Fund, of which Mr. Lohnes was District of Columbia chairman.

The legal career of Horace Lohnes paralleled the birth and development of federal radio regulation. His first radio assignment was recalled by Fayette B. Dow, his law partner, and John E. Fetzer, head of the Fetzer Stations, close friend and longtime client, who had heard the story first-hand.

In 1928, Mr. Dow recalled, he looked over a stack of papers involving communications transmitters operated by Geophysical Research Corp., handling such activity for a group of oil companies. Turning to Mr. Lohnes, he said, "Here, young fellow. I don't know anything about this. You get your teeth in it." Under the brand new radio law, the Federal Radio Commission had just been set up and radio users were required to file formal papers asking the right to use frequencies.

When it became obvious that the applications required engineering testimony, Mr. Dow persuaded C. M. Jansky, engineering teacher at U. of Minnesota, to take a three-month leave. Mr. Jansky reported to Washington and never left, later setting up the engineering firm of Jansky & Bailey.

About the same time William Skelly, Oklahoma oilman, acquired KVOO Tulsa, which became one of the first Dow & Lohnes clients. He, too, was a witness in the oil proceedings before the FRC.

Few attorneys were engaged in radio practice in the late '20s. Mr. Lohnes, known for his willingness to lend a helping hand, encouraged many young lawyers to enter radio practice because he felt it would quickly become a major element in the field of law.

Originally Mr. Lohnes had contemplated an engineering career, taking a civil engineering course at Ohio State U. He was drafted for World War I service during his freshman year. After working for National Cash Register Co. in postwar months he went to Washington, enrolling in George Washington U. law school and worked parttime for Mr. Dow. He received his LLB in 1924, LLM in 1925 and a masters degree in political science from American U. in 1927.

Member of Delta Theta Phi

He was a member of Delta Theta Phi, national law fraternity. His name designates a chapter of the organization—Horace L. Lohnes Senate, Columbus Law School, Catholic U. During World War II, when the fraternity had wartime problems, Mr. Lohnes raised a national fund which helped bring up the organization to top ranking following the war.

Mr. Lohnes had many private charities unknown to his closest friends. Leading industry, legal and government officials constantly sought his advice on both radio and non-radio subjects, knowing he would state his opinion without fearing unfavorable reception.

In 1940 he bought the 60-acre Twin Oaks tract west of Washington. The farm is known to large numbers of people who attended Federal Communications Bar Assn. and other outings. It contained guest facilities, with at least a dozen persons likely to be entertained there on an average weekend. He had an office building on the farm.

He is credited with having encouraged large numbers of radio and tv applicants to apply for facilities, and friends say he frequently gave them financial aid during the difficult early days. His belief that tv programs should be available from sources other than major networks was said to have influenced him to organize Vitapix Corp., which later became allied with Guild Films Co. He was vice president of Vitapix-Guild Programs Inc., syndicating the group's programs.

His organizations include: Past president, FCBA, District of Columbia Bar and American Bar Assn.; past national chancellor, Delta Theta Phi; National Press Club and University Club, Washington; Almas Temple, Shrine; director of Munsey Trust Co.

Survivors

In 1919 he married Thelma Marie Foley. Mrs. Lohnes and a daughter, Roberta Lee, survive along with George Lohnes, Washington consulting engineer, brother; his parents, Mr. & Mrs. George C. Lohnes, of Dayton, Ohio; two sisters, both of Dayton, Mrs. Howard G. Sanders and Elmar W. Mayrer.

Mr. Fetzer recalled that Mr. Lohnes had wound up a Hot Springs, Ark., vacation with him recently by professing excellent health. The day of his death he worked in the office and had talked to Mr. Fetzer by telephone. Late in the afternoon he complained of a pain in his chest. Mr. Dow, Paul A. O'Bryan and Thomas W. Wilson, law partners, were with him at Doctor's Hospital where he died within a few hours.

The Rev. Raymond W. Davis, rector of Truro Episcopal Church, Fairfax, Va., conducted the services at Twin Oaks. Honorary pallbearers were these members of the law firm: Mr. Dow, Fred W. Albertson, Clair L. Stout, Robert L. Irwin, Temple W. Seay and Joseph E. Keller; Russell B. Benson, attorney; Vernon H. Doane, attorney; T. A. M. Craven and Ronald H. Culver, of Craven, Lohnes & Culver; Mr. Jansky; Earl H. Gammons, CBS Inc.; Dr. Walter N. Bradshaw; Joe DuMond, KXEL Waterloo, Iowa; Sol Taishoff, B•T; Dr. M. W. Perry, Mr. Lohnes' personal physician; Dean Oswald S. Colclough, George Washington U.; Charles S. Rhyne, American Bar Assn.; W. Cameron Burton, District of Columbia Bar Assn.; Vincent B. Welch, FCBA; Anthony J. Byrne, Munsey Trust Co.; Charles Day, D. C. Alumni Assn., Delta Theta Phi; Dr. T. B. McCord and Charles Pickett, Fairfax, Va.; Mr. Fetzer; George B. Storer, Storer Broadcasting Co.; O. L. Taylor, KANS Wichita; Richard D. Buckley, WNEW New York; Laurence H. Stubbs, *Portland* (Me.) *Press Herald;* Roger C. Peace, *Greenville* (S. C.) *News-Piedmont;* L. S. Mitchell, *Tampa* (Fla.) *Daily Times;* Kenyon Brown, KWFT Wichita Falls, Tex.

Active pallbearers included James P. Burns, of Burns, Doane & Benedict; Raymond B. Harding and Thomas Schroyer, attorneys; Meredith M. Daubin, and Messrs. O'Bryan and Wilson, of Dow, Lohnes & Albertson.

Others at Services

Attending from out-of-town were John D. Williamson, Dallas investment broker; Charles and B. H. Peace, WFBC Greenville, S. C.; Kelley Sisk, *Greenville News-Piedmont;* B. T. Whitmire, WFBC-TV Greenville, S. C.; John Jaeger and Harry Playford, WNEW New York; Creighton E. Gatchell, WGAN Portland, Me.; Mrs. Frank E. Megargee, Mrs. Douglas Holcomb and Vance L. Eckersley, both of WGBI Scranton, Pa.; J. Leonard Reinsch, WSB Atlanta; Adrian Murphy, Herbert E. Akerberg, William A. Schudt Jr., Edward Hall, Julius F. Brauner, CBS Inc.; Lee B. Wailes, Storer Broadcasting Co., and John B. Poole, Detroit attorney.

PROFESSIONAL SERVICE PEOPLE

Col. John B. Connors, U. S. Army (ret.), formerly in charge of training films, Ft. Benning, Ga., to Hollywood International Tv and Theatrical Agency, Hollywood, as manager of tv department.

Frank Norris, supervisor of publicity, Calif.-Nevada-Arizona area, Curtis Circulation Co., L. A., named associate editor, Hollywood edition, new Curtis Publishing Co. magazine, *Tv Program Weekly;* **John T. Thackaberry,** formerly assistant publicity supervisor, assumes supervisor duties, assisted by **Richard Hachten,** former assistant branch manager, L. A.

PROFESSIONAL SERVICE SHORT

Medical Communications Inc., affiliate of Paul Klemtner & Co. (adv.), Newark, N. J., will offer complete services in all phases of closed-circuit tv in medical and pharmaceutical fields.

CHNS
HALIFAX NOVA SCOTIA
THE
SIGNBOARD
OF
SELLING POWER
IN THE
MARITIME PROVINCES
ASK
JOS. WEED & CO.
579 Fifth Ave., New York
He Has the Reasons Why!
5000 WATTS—NOW!

KTTV (TV), KTLA (TV) Near Agreement With AFTRA

TWO independent Hollywood tv stations, KTTV (TV) and KTLA (TV), have agreed in principle to provisions of the health and welfare program of the American Federation of Tv & Radio Artists during current contract negotiations with the Hollywood local, Claude McCue, executive secretary, announced last week.

When negotiations are completed, the stations will pay 4½% of performer's gross salary into the pension and welfare fund.

Meanwhile, AFTRA national executive board has declared Dawne Industries, Los Angeles (Tint 'n' Set hair preparations), "unfair" for allegedly failing to pay four models $309 in salaries, Mr. McCue revealed.

The Hollywood local now has asked that Noel, Lent & Assoc., Hollywood advertising agency representing Dawne Industries, also be declared "unfair" by the national board.

WGA West and ATFP To Resume Talks in Early '55

NEGOTIATIONS between Writers Guild of America West and the Alliance of Tv Film Producers on payments and salaries for tv film staff writers will resume early this year, Guild executives announced in Hollywood.

WGAW asked that tv film staff writers receive not less than $250 weekly during a six-week minimum period, providing the writers are paid a $700-a-script minimum for each script written during the writers' contract period. These demands are based on the current WGAW contract with Jack Chertok Productions, Hollywood, Guild officials noted. WGAW also is seeking a 100% residual payment from the 18 ATFP members for writers of tv films made into theatrical features and released abroad.

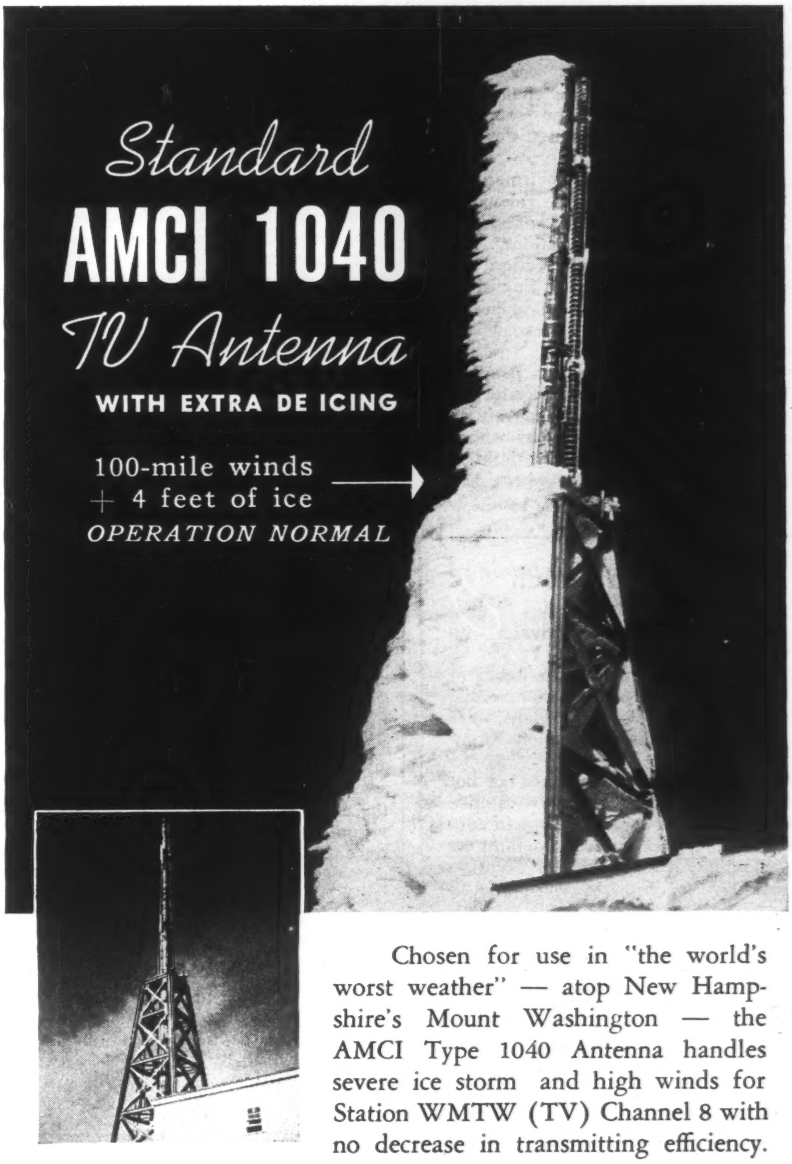
WGA Mail Ballot Rejects Amendment to Bar Commies

AMENDMENT to the Writers Guild of America constitution, which would have barred admitted communists and hostile witnesses before congressional investigating committees from membership in WGA East or West, failed to pass by three votes in recent secret mail balloting, Guild executives in Hollywood announced last week.

Total vote on the issue by membership was not revealed, only that the two-thirds majority required under the union's constitution lacked three votes. A WGAW spokesman told B•T that because of the closeness of the balloting, proponents of the measure would probably reintroduce it at the next general membership meeting in April.

PERSONNEL RELATION PEOPLE

John te Groen, president, Musicians Mutual Protective Assn., Local 47, American Federation of Musicians, Hollywood; **Phil Fischer,** vice president; **Maury Paul,** recording secretary, and **Bob Hennon,** financial secretary, re-elected during Dec. 20 voting. **John Clyman, Vladimir Drucker** and **Bob Kinic** elected trustees and **Bill Atkinson, Warren Baker, Vince De Rosa, Arthur Rando** and **Cecil Read** board members.



Standard
AMCI 1040
TV Antenna
WITH EXTRA DE ICING

100-mile winds
+ 4 feet of ice
OPERATION NORMAL

Chosen for use in "the world's worst weather" — atop New Hampshire's Mount Washington — the AMCI Type 1040 Antenna handles severe ice storm and high winds for Station WMTW (TV) Channel 8 with no decrease in transmitting efficiency.

With ice accumulating at a rate of 4½ inches per hour and winds averaging better than 100 miles per hour on Sept. 22-23, a combination of solid and rime ice built up to the 4-foot thicknesses shown above. Yet the deicers, operating at 1/16 power, kept the antenna clear and allowed normal operation and normal reflectometer readings throughout the storm.

And this antenna successfully withstood hurricanes Carol and Edna, in which wind velocities exceeded 140 miles per hour.

AMCI transmitting antennas available for full- or stand-by service on channels 7 through 13. *Write for bulletin B-913.*

AMCI
ANTENNA SYSTEMS—COMPONENTS—AIR NAVIGATION AIDS—INSTRUMENTS
ALFORD Manufacturing Co. Inc
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EDUCATION

Henry Sees Educational Tv Reaching 35 to 40 Million

PREDICTION was voiced last week by Dr. David D. Henry, executive vice chancellor of New York U., that within a year "some 35 to 40 million people will be within the range of educational television service."

Dr. Henry, who currently is chairman of the Joint Committee on Educational Television, a national organization composed of delegates from seven educational associations, told a dinner meeting of the College Section of the National Council of Teachers of English, that educational tv is experiencing "a phenomenal growth, similar to the recent expansion of commercial television."

He pointed out that 12 million people live in the 10 metropolitan areas where educational tv stations now are operating, and said there are 9 million more people in areas where an additional nine stations are being built, plus some 13 to 18 million in areas where 13 stations soon will start construction.

For the Pro Touch

A COURSE to acquaint persons in educational, civic and cultural activities with tv techniques is being started by the U. of Chicago looking toward the debut of WTTW (TV) Chicago, non-commercial station, sometime this year. Plans were announced by its Communications Committee.

The course, open to amateurs but not professionals, will be tailored "to give those who may be asked to assist in educational and public service programs an understanding of the many technical problems which must be overcome to turn an idea or a lesson into an interesting and attention-getting television show."

Education Tv Progress in '55 Cited in NCCET Report

BRIGHT 1955 is foreseen by the National Citizens Committee for Educational Television. Two more stations are due in January to join the present eight ETV (educational tv) stations on the air, 11 other localities have funds in the bank and stations abuilding, and 23 more have plans "well advanced," NCCET reported.

NCCET said that in 1954 ETV stations advanced from two (Houston and Los Angeles) to eight on the air: Houston, San Francisco, Cincinnati, Pittsburgh, Madison (Wis.), St. Louis, East Lansing and Lincoln (Neb.). The Los Angeles station ceased broadcasting last year. Output, NCCET said, was less than 50 hours per week in the beginning of the year, and is nearly 200 hours per week now.

The 11 cities where stations are being built or plans are on the drafting boards are, according to NCCET: Boston, Chicago, Birmingham, Mt. Cheha (Ala.), Andalusia (Ala.), Oklahoma City, Tulsa, Champaign (Ill.), Columbus (Ohio), Memphis and Athens (Ga.).

EDUCATION PEOPLE

Alfred J. Hoehn appointed assistant manager, electrical engineering research dept., Armour Research Foundation, Illinois Institute of Technology, Chicago; **Stanley I. Cohn,** formerly radio engineer, Stromberg-Carlson Co., Rochester, N. Y., named communications and radio frequency applications section supervisor in that department; **Harold L. Garbarino** and **Dr. Shizuo Hori** appointed supervisors.

INTERNATIONAL

Canadian Statistical Agency Studying Coverage Problems

NEW methods of measuring broadcast coverage are now being investigated by the Bureau of Broadcast Measurement, Toronto. Techniques under study are primarily for radio, but can be applied also to television viewing, Clyde H. McDonald, research and development director of BBM, stated.

Some of the problems being researched are respondent incentives, questionnaire design, other methods of securing data than mail, speed of mail returns, sampling methods, advanced electronic tabulation techniques and biases of non-response. It is planned to have a complete report available on the various techniques in time for the annual meeting of the Canadian Assn. of Radio & Television Broadcasters in March.

BBM is now distributing 1954 station reports to all its subscribers. Coverage figures for 73 stations have already been mailed, and those for the remaining 67 stations, mostly Ontario and Quebec stations, are to go out soon, according to Charles J. Follett, executive secretary of BBM.

IRE Elects Two CBC Men

WILLIAM G. RICHARDSON, director of engineering for the Canadian Broadcasting Corp., and W. A. Nichols, assistant chief engineer of CBC, have been elected Fellows of the Institute of Radio Engineers. Mr. Richardson, with CBC and its predecessor, the Canadian Radio Broadcasting Commission, since 1933, was awarded the distinction "for his contributions to the area of broadcasting, both sound and television, in Canada," and Mr. Nichols, with CBC since 1937, for "contributions to the construction of the national radio system in Canada." Only 20 other Canadians have become Fellows of the IRE.

Rogers Award Announced

CANADA's top radio engineering award, the Col. Keith Rogers Memorial Award, will be presented at the annual meeting of the Canadian Assn. of Radio & Television Broadcasters in March. The award, made by the Canadian General Electric Co., is named in honor of the late Col. Keith Rogers, owner of CFCY Charlottetown. The award is open to employes of CARTB member stations, and is awarded for the development of a new idea or operating technique, device or system which results in greater efficiency, safety or economy, and also in recognition of a meritorious action under conditions of emergency by individuals, groups or a station. A panel of three judges makes the award, choosing from entries submitted to CARTB at Ottawa by Jan. 15.

CKLW-TV Rate Card No. 2

CKLW-TV Windsor-Detroit has issued rate card No. 2, for Canadian advertisers only, effective Jan. 1 [B•T, Dec. 13, 1954]. Basic hourly rates, class A time, start at $450. The station's first rate card (No. 1), for American advertisers only, was effective July 1, 1954, and carries a basic hourly rate of $1,100 for class A time.

E-H Issues Sun. Radio Report

SECOND semi-annual report on Sunday afternoon radio listening has been released by Elliott-Haynes Ltd., Toronto, for 10 major Canadian markets. Report shows Sunday listening from noon to 6 p.m. by half-hour periods, giving program rating and percentage of listeners for each station in the 10 major markets and other principal stations received in those cities. The markets covered are Halifax, Montreal (French-language and English-language stations), Ottawa, Toronto, Hamilton, Winnipeg, Regina, Edmonton and Vancouver.

INTERNATIONAL PEOPLE

Les Farewell, formerly with O'Brien Adv. Agency, Vancouver, B. C., to new office of Erwin, Wasey of Canada Ltd., same city, as manager.

James B. McRae, Toronto freelance announcer, to Leo Burnett Ltd., same city, as assistant to radio director.

John H. Battison, general manager, CHCT-TV Calgary, Alta., elected chairman of Ad & Sales Club of Calgary for 1955.

SALES MANAGERS of the All-Canada Mutually Operated radio stations met in Vancouver to study the radio picture in Canada [B•T, Dec. 27, 1954]. Among those attending (l to r): Jack Sayers, general sales manager, CKWX Vancouver; Bob Innes, sales manager, CFJC Kamloops, B. C.; Lee Hallberg, sales manager, CJVI Victoria, B. C.; Lorne McLeod, sales manager, CJAT Trail, B. C.; Bruce Pirie, general sales manager, CKRC Winnipeg, Manitoba; Jack Pilling, manager, CHWK Chilliwack, B. C.; Denny Reid, assistant manager, CKOV Kelowna, B. C., and Don Hartford, general sales manager, CFAC Calgary, Alberta.

WXYZ-TV BROCHURE

BROCHURE giving the reader "a quick look at the past . . . a measured look at the present . . . and an experienced look at the future" has been prepared by WXYZ-TV Detroit. The piece combines copy, cartoons and photographs to tell of the three phases of the station's story. The brochure also outlines programming ideas which WXYZ-TV plans to put into effect during this new year—its seventh of operation.

WPTZ (TV) 'NEWSBEAT'

WPTZ (TV) Philadelphia claims to have scored a nation-wide newsbeat Dec. 16 with a sound-on-film interview with a man who allegedly murdered his grandmother. Allen Bodine Scott, who had evaded a country-wide manhunt for five months, was picked up on a routine traffic safety check at the Cape May (N. J.) Court House, and after preliminary questioning admitted his real identity. When the news was broken at 3:30 p.m., WPTZ and am affiliate KYW sped a crew to the scene (approximately 45 miles) and, through the cooperation of the police, obtained film and tape interviews. Scott confessed to the slaying and retraced his steps since the crime, according to WPTZ. Portions of the tape interview were aired by both stations at 10:30 and 11 p.m. and the film was shown in its entirety at 1 a.m. the next day and again at 8 and 9 a.m. The interview also was used on NBC-TV's Today.

ALLEN BODINE SCOTT as he is interviewed in a Cape May Court House room by a crew from WPTZ (TV)-KYW.

RAMAR JUNGLE LAYOUT

SPECIAL Ramar jungle layout, inspired by *Ramar of the Jungle*, tv series distributed by Television Programs of America, was set up in the toy department of Lit Bros. department store, Philadelphia, for the pre-holiday season. Michael M. Sillerman, vice president of TPA, said the display attracted up to 4,000 youngsters a day, and that the sale of Ramar merchandise "exceeded the expectations of Lit's toy buyers and other merchandise executives." The Ramar jungle was built at a cost of $25,000, Mr. Sillerman said. According to present plans, a year-round Ramar merchandising tie-up will be maintained between Lit Bros. and TPA and the jungle layout again will be displayed next Christmas season.

WOND BROADCASTS FARM SHOW

WOND Pleasantville, N. J., set up broadcasting facilities, including new hi-fi equipment, in Convention Hall in Atlantic City to bring its listeners the Second Annual Mid-Atlantic Farm Show. The station broadcast 11 hours daily, originating its regular programming from the Hall too. Most of the exhibitors were interviewed by WOND's special events staff, and listeners were introduced to many new products which have been planned for home and farm use. WOND, which was the official publicity organ of the fair, reports high interest was shown in its hi-fi equipment, which was explained to visitors by station personnel.

PILLSBURY PRIZES ON TV

GRAND PRIZE of $25,000 in the sixth annual Pillsbury Grand National Recipe & Baking Contest was presented to Mrs. Bernard A. Koteen, a housewife of Washington, D. C., on the Dec. 14 telecast of *Art Linkletter's House Party* (CBS-TV, Mon.-Fri., 2:30-3 p.m. EST). Mrs. Koteen was declared "Cook of the Year" for 1954 in Pillsbury's $100,000 contest. Mr. Linkletter was emcee of the award luncheon held at the Waldorf-Astoria in New York where the telecast originated. Mrs. Earl Warren, wife of the U. S. Chief Justice, Arthur Godfrey, CBS personality, and Mrs. Philip W. Pillsbury, wife of the chairman of the board of Pillsbury, joined in presenting the 10 top winners with $45,000 in cash prizes.

WSRS BANS RECORDS

RCA Christmas record, "Calypso Christmas," was banned from the air by WSRS Cleveland. Bob Forster, disc m.c. of the station, played the song Dec. 13 and asked listeners to express their reaction when he was through. Ninety-six out of 143 calls received by the station voiced disapproval, and Norman Bergholm, WSRS executive director, decided to ban the record for ". . . its lack of good and proper taste for the Christmas season." Mr. Forster has refused to play another record, Rosemary Clooney's "Mambo Italiano," stating ". . . portions of the song are pernicious and slanderous to certain Italian groups."

KFH MARKET REPORTS

SERIES of seven promotion pages was sent each day for a week to national representatives by KFH Wichita describing the station's market area. The station is distributing the reports "due to the rather isolated geographic location of Wichita, Kan., and the erroneous opinion people seem to acquire about this part of the country . . ." The series includes information about the city's prosperity, increases in births and schools, prospects, population, etc.

POOLE MUSICAL PROMOTION

HEAVY musical identification promotion is planned for 1955 by the John Poole Broadcasting Co. (KBIG Avalon and KBIF Fresno), Hollywood. The Poole Co. announced last week it had signed singer Artie Wayne and the Crew Chiefs and the Bell Aires vocal group to record a minimum of 30 station breaks, holiday and special promotion jingles for each station.

'PRINCETON '55'

NEW CYCLE of *Princeton '55*, weekly educational series produced in cooperation with Princeton U. and devoted to current projects at that university, was launched yesterday (Sun.) on WRCA-TV New York. The program is broadcast in the 3-3:30 p.m. EST time slot. WRCA-TV last spring presented *Princeton '54* and has shown filmed re-runs of the series this fall and winter.

MORE THAN 60%
of all television receiver tuners have at least one MYCALEX 410 or 410X glass-bonded mica tube socket . . .

YOUR CHIEF ENGINEER can have the complete MYCALEX story promptly, by addressing J. H. DuBois, Vice President-Engineering, at the address below

Note: The MYCALEX glass-bonded mica materials designated above are all exclusive formulations of and manufactured only by Mycalex Corporation of America.

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Station Authorizations, Applications

(As Compiled by B • T)

December 22 through December 28

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis. — visual. kw — kilowatts. w — watts. mc — megacycles. D—day. N—night. LS—local sunset. mod. — modification. trans. — transmitter. unl. — unlimited hours. kc — kilocycles. SSA — special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations As of Nov. 30, 1954*

	AM	FM	TV
Licensed (all on air)	2,634	533	124
CPs on air	16	21	†310
CPs not on air	112	11	141
Total on air	2,650	554	434
Total authorized	2,762	565	575
Applications in hearing	137	2	167
New station requests	174	3	18
New station bids in hearing	76	0	151
Facilities change requests	133	9	19
Total applications pending	647	67	173
Licenses deleted in Nov.	2	5	0
CPs deleted in Nov.	1	0	6

*** Does not include noncommercial educational fm and tv stations.**

† Authorized to operate commercially.

* * *

Am and Fm Summary through Dec. 28

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,670	2,648	130	158	76
Fm	554	535	28	6	0

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	267	316	583[1]
Educational	15	18	33

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	296	116	412
Noncommercial on air	6	3	9

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	943	337	729	532	1,262[2]
Educational	56		28	28	56[3]
Total	999	337	757	560	1,318[4]

[1] One hundred-fifteen CPs (21 vhf, 94 uhf) have been deleted.

[2] One applicant did not specify channel.

[3] Includes 33 already granted.

[4] Includes 616 already granted.

ACTIONS OF FCC

New Tv Stations . . .

APPLICATION

Sunbury, Pa.—Sunbury Bcstg. Corp. (WKOK-AM-FM), uhf ch. 38 (614-620 mc); ERP 12.7 kw visual, 8.9 kw aural; antenna height above average terrain 880 ft., above ground 341 ft. Estimated construction cost $82,000, first year operating cost $196,000, revenue $210,000. Post office address 1150 North Front St., Sunbury. Studio and transmitter location 7 miles SE of Sunbury on Rt. 890. Geographic coordinates 40° 47′ 07″ N. Lat., 76° 41′ 53″ W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer George C. Davis, Washington. Principals include Pres. **Harry H. Haddon** (37.5%), president-stockholder Sunbury *Daily Item*. Treas. **Basse A. Beck** (45.5%), treasurer-stockholder *Daily Item;* Vice Pres. **George S. Beck** (8%), electric contractor and appliance dealer; **Leon B. Moyer** (8%), motel owner, and **Homer R. Smith** (1%), general manager WKOK. Filed Dec. 21.

Existing Tv Stations . . .

ACTIONS BY FCC

KQXI (TV) San Jose, Calif.—Sunlite Bakery granted mod. of CP for ch. 11 to change ERP to 5.36 kw visual and extension of completion date to June 15, 1955. Granted Dec. 22.

WGBS-TV Miami Beach, Fla.—Storer Bcstg. Co. granted STA to operate commercially on ch. 23 for the period ending June 17, 1955. Granted Dec. 17; announced Dec. 28.

WEAT-TV West Palm Beach, Fla.—WEAT-TV Inc. granted STA to operate commercially on ch. 12 for the period ending June 22, 1955; mod. of CP to change ERP to 63.1 kw visual, 33.9 kw aural. Granted Dec. 22; announced Dec. 28.

KEPR (TV) Pasco, Wash.—Cascade Bcstg. Co. granted mod. of CP for ch. 19 to change ERP to 8.57 kw visual, 4.34 kw aural. Granted Dec. 22; announced Dec. 28.

STATION DELETED

WIMA-TV Lima, Ohio — Northwestern Ohio Bcstg. Corp. FCC deleted tv station on ch. 35. Deleted Dec. 20; announced Dec. 28.

ALLEN KANDER
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FOR THE PURCHASE AND SALE
OF RADIO AND TELEVISION
STATIONS
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Lincoln Building • New York 17, N. Y., MU. 7-4242

APPLICATIONS

WTVY (TV) Dothan, Ala.—Ala-Fla-Ga Tv Inc. seeks mod. of CP for ch. 9 to change ERP to 28.2 kw visual, 14.1 kw aural; antenna height above average terrain 554 ft. Filed Dec. 22.

WDAN-TV Danville, Ill.—Northwestern Pub. Co. seeks mod. of CP for ch. 24 to change ERP to 13.26 kw visual, 7.15 kw aural. Filed Dec. 21.

KCRG-TV Cedar Rapids, Iowa—Cedar Rapids Tv Co. seeks mod. of CP for ch. 9 to change ERP to 315 kw visual, 158 kw aural; transmitter location to State Hwy. 150, 2.5 miles N of Cedar Rapids; studio location to 1st Ave. & 1st St., S.W., Cedar Rapids; antenna height above average terrain 1,053 ft. Filed Dec. 22.

WJRT (TV) Flint, Mich.—WJR, The Goodwill Station Inc. seeks mod. of CP for ch. 12 to change transmitter location to Burt & Gasper Rds., near Chesaning, Mich.; studio location to 2302 Lapeer St., Flint; antenna height above average terrain 940 ft. Filed Dec. 22.

New Am Stations . . .

ACTIONS BY FCC

Monticello, Ky.—James Shacklette & Clifford Spurlock d/b as The Wolf Creek Bcstg. Co. granted 1570 kc, 250 w daytime. Post office address % Clifford Spurlock, WTCO Campbellsville, Ky. Estimated construction cost $11,000, first year operating cost $40,000, revenue $47,500. Principals in partnership include **Clifford Spurlock** (49%), and **James Shacklette** (51%). Applicants are minority stockholders of WTCO Campbellsville. Granted Dec. 22.

New Albany, Miss.—New Albany Bcstg. Co. granted 1470 kc, 500 w daytime. Post office address % Vernon K. Wroten, Booneville, Miss. Estimated construction cost $8,800, first year operating cost $15,000, revenue $20,000. Principals include **Vernon K. Wroten** (51%), engineer-20% stockholder WTUP Tupelo, Miss., and manager-engineer WBIP Booneville, Miss.; and **Wynez Wroten** (49%), program director at WBIP. Granted Dec. 22.

Carson City, Nev.—Edwin L. & Alma F. Bullis granted 1400 kc, 250 w unlimited. Post office address 1037 Morse Lee, Evanston, Wyo. Estimated construction cost $11,200, first year operating cost $30,000, revenue $42,000. Mr. Bullis is owner of KLUK Evanston, Wyo. Granted Dec. 22.

Bedford, Pa.—The Inquirer Printing Co. granted 1310 kc, 1 kw daytime. Post office address % Hugo K. Frear, 130 S. Juliana St., Bedford, Pa. Estimated construction cost $19,190, first year operating cost $88,000, revenue $82,000. Principals include Pres. **John F. Biddle** (49½%), treas.-19.8% stockholder Progressive Pub. Co., Clearfield, Pa.; pres.-40% stockholder Gazette Pub. Co., Bedford, and pres.-17% stockholder Joseph F. Biddle Pub. Co., Huntington, Pa., licensee of WHUN there; Vice Pres. **Hugo K. Frear** (50%), 50% stockholder Gazette Pub. Co., and Selinsgrove Times Inc., Selinsgrove, Pa.; and Sec.-Treas. **Leola L. Taylor** (½%), employe at J. F. Biddle Pub. Co. Granted Dec. 22.

Memphis, Tenn.—Sam C. Phillips, Clarence A. Camp & James E. Connolly d/b as Tri-State Bcstg. Service granted 1430 kc, 1 kw, daytime, directional. Post office address % Sam C. Phillips, 706 Union Ave., Memphis. Estimated construction cost $23,053, first year operating cost $83,200, revenue $93,600. Principals in equal partnership include **Clarence A. Camp**, vending machines and real estate; **Sam C. Phillips**, owner of sound recording studio, and **James E. Connolly**, station manager WJLN-FM, WJLD Birmingham, Ala. Granted Dec. 22.

APPLICATIONS

Kendallville, Ind.—Charles R. Palmquist Jr. tr/as Noble-DeKalb Bcstg. Co., 1570 kc, 250 w daytime. Post office address 801 E. College Rd., Goshen, Ind. Estimated construction cost $6,052, first year operating cost $24,000, revenue $30,000. Mr. Palmquist is director of KAIM Honolulu, Hawaii. Filed Dec. 20.

Brookhaven, Miss.—Rural Bcstg. Co., 1470 kc, 1 kw daytime. Post office address % W. M. Jones, 147 W. Enterprise St., Brookhaven. Estimated construction cost $18,513, first year operating cost $18,250, revenue $30,000. Principals in partnership include **W. M. Jones** (45%), assistant general manager WJMB Brookhaven, and **Laura J. Huff** (55%), partner in local specialty shop. Filed Dec. 21.

APPLICATIONS AMENDED

Terre Haute, Ind.—Citizens Bcstg. Co. amends bid for new am station on 800 kc 250 w daytime to specify 1150 kc, 500 w. Filed Dec. 23.

Harrodsburg, Ky.—Pioneer Bstcg. Co. amends bid for new am station on 1470 kc 1 kw daytime to specify 1440 kc. Filed Dec. 23.

(Continued on page 77)

PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices
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Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 4-2414
*Member AFCCE **

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No charge for blind box number. Send box replies to

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Small Missouri town kilowatt daytimer needs aggressive manager-salesman. Offer $400 base plus percent of gross; good family man can make $600 month. We want stable man willing to work. Station has not been aggressively sold in over year. Box 735F, B•T.

Future managerial position, single station market, midwest, 12,000 people, daytimer. Need salesman and program director. Much experience not vital. Personal interview eventually necessary. Send photo, references, history. No artists, alcoholics. Box 763F, B•T.

WJXN, Jackson, Mississippi, seeking station manager with sales ability, must be strong on local sales. Also needed assistant manager with office experience. Need girl DJ who can service accounts, and part-time selling. Apply at once by letter with full details.

Salesmen

Opportunity for experienced salesman with 50,000 CBS newspaper-tv affiliate. Write or wire KENS, San Antonio.

Florida—experienced man, draw against 15%. Box 661F, B•T.

Top-flight salesman for one thousand watt fulltime, independent station in southeast. City in excess of fifty thousand, ideal living conditions. Minimum starting income one hundred dollars weekly. Must be man of experience and excellent character. Box 733F, B•T.

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TV and Radio Management Consultants
708 Bond Bldg.
Washington 5, D. C.

RADIO

Help Wanted—(Cont'd)

Florida east coast 5000 watt station has opening for earnest radio time salesman. Immediate market more than 300,000. Only salesman interested in permanent connection considered. State experience, desired compensation arrangements, references, photo. Box 742F, B•T.

Radio time salesman. Must be experienced, know how to sell, service, use radio advertising—thoroughly dependable, sober, married, from south, southeast or southwest. 5 kw station. $100 weekly, car allowance, commission. Send photo, employment record, age, complete personal and professional data. Box 770F, B•T.

Local account salesman. Salary plus commission. Good market. ABC station. KFRO, Longview, Texas.

Salesmen wanted for a group of stations in the deep south that is expanding its sales organization. You can earn good money, if you have a record of successful selling. Good guaranteed base pay and liberal commission. You can select any one of four large Southern towns to work in. Write giving complete record, present earnings and references to: Jules J. Paglin, 616 Audubon Bldg., New Orleans 16, La.

Announcers

1st combo, announcing, management new 500 watt DT. Oklahoma. Box 84F, B•T.

Program minded announcers with 1st tickets. Indiana. Box 262F, B•T.

Florida—pop DJ personality. Send tape and resume. Box 662F, B•T.

Wanted: Announcer in southwest. Salary commensurate with ability and experience. Must be good all-around announcer. Play-by-play advantageous. If interested please rush photo, salary required, full information, audition and references. Also state if you have car. Box 709F, B•T.

Disc jockey. Must have proven success record as DJ, in a competitive market. A real opportunity awaits the man who can deliver. 5kw network station, metropolitan north central market. Give full particulars about previous experience, salaries earned and expected, and attach small photo. Tv experience helpful but not essential. Confidential. Box 721F, B•T.

Minnesota station needs play-by-play sports announcer. Top salary. Opportunity to earn extra money selling time. Box 727F, B•T.

Metropolitan southeastern market offers splendid opportunity for personality disc jockey who can sell own show. Send references, background, details with photo. Box 740F, B•T.

Complete staff to invest new station, 5% interest $1000, 50% interest $10,000. Box 743F, B•T.

Announcer-engineer. We want first class announcer with engineering ability to handle 5kw non-directional daytimer. We require good announcing, good maintenance. $90 for 45 hour week. Man must be dependable, sober, married, from south, southeast or southwest. Send references, photo, audition tape. Box 771F, B•T.

Combination announcers with 1st phone by January 15th, for Texas coast station; accent on announcing. $275.00 plus. Send tape, references, background. Box 775F, B•T.

Immediately! Announcer—1st phone. Near New Orleans. Experience necessary. Good salary, working conditions. Box 780F, B•T.

RADIO

Help Wanted—(Cont'd)

Combo man: staff opening on 1000 watt full-time network station on Gulf Coast. Want young man between January first to tenth, interested in $80-85.00 weekly. Good voice, first class ticket and limited experience. Mail photo, tape and letter to KIOX Bay City, Texas.

Announcer for new station in small town scenic part of Colorado. Need good all-around man, preferably single. Contact Jack Hawkins, KIUN, Pecos, Texas.

Air salesman wanted—not just a golden-toned announcer—for top Hooper-rated 5,000 watt ABC affiliate in six-station Mobile market. We feature news, music (all pops—no race, no hillbilly) and sports. Scale for experienced man, $82.50 per week; time and half for OT. Personal contact preferred or address resume and photo to D. H. Long, General Manager, WABB, Mobile, Alabama.

Announcer with some experience wanted immediately by fulltime small market NBC station. Excellent opportunity. With or without first class. WPNF, Brevard, N. C.

All-around staff announcer. Salary commensurate with ability and experience. Send photo, resume and audition on news, commercials and DJ chatter to WVSC, Somerset, Pa.

Technical

Transmitter engineer northern Ohio area. Give complete history, salary, reason wishing to leave present position and when available first letter. Box 778F, B•T.

Chief, 250 watt New England. Supervise construction. Maintenance. Available spring 1955. Salary open. Send full details. Box 782F, B•T.

Chief engineer, 1000-watt Missouri station in heart of beautiful lake of the Ozarks resort area. Prefer combo man but will accept straight engineer. Salary open. Write: Manager, KRMS, Osage Beach, Missouri.

Production-Programming, Others

Girl Friday. Able to write letters, rapid typist, bookkeeper, familiar all phases radio. Ideal opportunity. Middle Atlantic states. Box 667F, B•T.

Wanted: Girl for traffic, continuity as well as generalized secretarial duties with similar experience in small town radio station. Fine chance for advancement with large organization. Eastern states. Box 668F, B•T.

Newsman. Experienced in all phases—including local reporting; authoritative air presentation on tv and radio. Advise previous experience, references, salary expected, and attach snapshot. All replies confidential. Box 722F, B•T.

Promotion-publicity. Experienced in audience building and sales promotion for radio and tv. Must have successful background in similar capacity. Newspaper layout experience helpful. Give full particulars, including salary expected, in first letter. Box 723F, B•T.

News director, for radio and tv newsroom. Must be able to take full charge of department, that carries heavy schedule of local news. Be thoroughly experienced in local reporting, have an authoritative style and be able to direct other news personnel. Will only consider applicants with successful background in similar position. Reply in detail, giving past experience, salary expected, and attach small photo, which will not be returned. Box 738F, B•T.

Girl for radio traffic position. Experience and ability to take shorthand helpful but not essential. Immediate opening. Contact Cal Smith, KROC, Rochester, Minnesota.

News director with good voice for live-wire Pennsylvania independent. $75.00 to start. One week's paid vacation first year—two weeks thereafter. Mileage allowance. Position offers challenge to provide creative first-rate news and feature coverage of big interesting area. Work with tape recorder. Station going 5000 watts fulltime. WCOJ, Coatesville, Pa., 2100.

Situations Wanted

Managerial

Mature, sales-conscious PD interested in management opportunity. Successful station-operations experience. Box 704F, B•T.

RADIO

Situations Wanted—(Cont'd)

Young, successful, civic-minded manager-salesman seeking permanent position. Family man. Thoroughly experienced in small station operation. Prefer salary, incentive arrangement. Excellent references. Personal interview. Write 3622 Yale Avenue, Winston-Salem, N. C.

Salesman

Radio or tv sales—key, medium and small market background. Successful sales and service of national, regional and local accounts. Present market approximately million. Want California assignment. $7800 minimum with potential. Married, family, 30. Box 767F, B•T.

Announcers

Experienced staff man, DJ., news man. Trained voice. First phone. Negro. Box 510F, B•T.

Disc jockey—announcer, presently employed, seeking job with future, veteran, will travel, tape. Box 566F, B•T.

Experienced announcer with permit, presently employed, wishes to relocate near New York City. Singer, instrumentalist, seeking staff position or station personality or both. Strong on news. Sober, dependable, family man. Tape, resume on request. Interview after 1st of year. Box 633F, B•T.

Announcer, broadcasting school graduate; some experience as combo DJ, newscaster and copywriter. Box 674F, B•T.

Versatile young announcer-copywriter-experienced-showmanship and originality. Looking for steady position with progressive station in Ohio. Tape, resume available. College and radio-tv school. Box 734F, B•T.

Announcer-engineer—5 years DJ, sports, news personality. Employed 5kw. Family. Northeast. Box 736F, B•T.

Country DJ, recording artist, nationally recognized on 50 kw, desires change. Promotion territory for barn-dance, shows etc. Radio, tv, background, network experience. Box 739F, B•T.

Announcer-versatile, sincere, good DJ, radio-tv experience. Available now. Box 750F, B•T.

Announcer: 2½ years, strong news, convincing commercial delivery, act, character voices, B.S. degree. Box 752F, B•T.

Announcer. Deejay. News. Five years experience all phases. College graduate. Seek major market northeast station. Box 758F, B•T.

Versatile announcer—veteran, married, college graduate—anxious to settle in good market—for tape, recommendations, and picture, write Box 764F, B•T.

Stop, look! and listen? Staff, news and relaxed DJ. Family man presently employed, but looking to the future. Box 765F, B•T.

Negro DJ, pleasant voice. Emphasis announcer. Plenty of personality, boardman. Box 772F, B•T.

Attention 250 and 500 watters—all around announcer. Light experience. Radio school graduate. Will travel. Tape, vet., 3rd class license. Box 773F, B•T.

All-around staff announcer. Strong on news. Pleasant personality. 3rd ticket. Desires community-minded station. Box 747F, B•T.

Announcer-newsman. Three years experience. Family, college, 34, veteran. Box 779F, B•T.

All-around staff announcer. Strong on news. Pleasant personality. 3rd ticket. Desires community-minded station. Box 783F, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcer, deejay, available now. Go anywhere, eager to please. Coached by top New York announcers, but no hot-shot. Looking for opportunity to prove myself an asset to your station. Sober, dependable. Tape and resume on request. Box 786F, B•T.

Experienced announcer, part or full time, near metropolitan New York. Tom Craig, 129 East 47th Street, New York City, N. Y.

Diamond in the rough—young vet, want and merits break. Show biz experience. Light radio experience. Will do anything. Exchange work for experience. Money no object. Will travel. Mike Dale, 1053 Flatbush Avenue, Brooklyn, New York.

Limited experience. Relaxed news, DJ. Charlie Doll, 907 Clinton Street, Hoboken, New Jersey.

Disc jockey. Quick punch delivery. 2 years experience. Phone HY 8-1075, Bob Feriss, 630 DuMont Avenue, Brooklyn 7, New York.

Staff announcer, friendly voice, seeking permanent position. Strong on news, commercials, DJ. Light experience. Radio school graduate. Travel, tape, photo, resume. Richard Hanna, 175 Clinton Street, Brooklyn 1, New York.

Announcer-console operator. Emphasis on music, news, commercials. Single, will travel. Prefer east. Tape, photo, resume on request. Richard Heffernan, 921 Eastwood, Chicago. Longbeach 1-8900.

Experienced announcer, 3rd ticket. Handle all staff duties, play-by-play major sports. Dick Kent, 1722 West Virginia Avenue, N.E., Washington, D. C., LI 3-6054.

6 years combo experience. 1st phone. No hot shot. Good straight announcer. Strong on news and commercials. C. Lavanaway, 45 Copra, San Francisco, Calif.

Staff—midwest: Clear, mature, selling voice. Experience, ability, university background. Single, 32. Exceptional news, commercials; agreeable personality. Charles May, 3619 Paseo, Kansas City, Missouri. Phone Armour 5446.

Announcer-console operator. Strong on DJ, punch copy. Young, Midwestern graduate. Prefer midwest. Photo, resume on request. Ernie Vessini, 2515 Nordica, Chicago. Tuxedo 9-7705.

Announcer—30, single, draft exempt, 16 months experience staff announcer. Speciality-sports play-by-play. Prefer midwest. Presently employed but station curtailing broadcasting. Available for interview. 919 W. Pearl, Staunton, Illinois. Telephone 328W.

Announcers-writers, thoroughly trained all phases by top professionals. Midwestern Broadcasting School, 228 S. Wabash Ave., Chicago 4, Ill. Wabash 2-0712.

Technical

Engineer—want position—first time on transmitter—1st phone—highly capable of broadcasting. Box 748F, B•T.

Chief engineer—experienced—construction-maintenance-remote control-directional antenna. Box 755F, B•T.

Engineer—1st phone, capable any position am or tv station. Box 756F, B•T.

First phone. Capable of making chief in 250 watt full-time or 1000 watt daytime in Florida. Daytime station is preferred. Box 757F, B•T.

Chief engineer experienced in installation, construction and maintenance of medium power stations, desires position in midwest or eastern states. Box 759F, B•T.

Experienced chief engineer presently employed, desires position at larger station. First class license and member of IRE. Box 760F, B•T.

Am engineer, 6 years all phases. Box 762F, B•T.

Engineer, 1st phone, seven years experience am-fm, chief of two stations. Available now, will travel. Box 768F, B•T.

RADIO

Situations Wanted—(Cont'd)

Engineer: Have first phone license, age 22, married, vet. Call Tchula Hdwe. or write Harold Harris, Route 1, Box 126, Tchula, Mississippi.

Combo men and operators with first class tickets available immediately. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Production-Programming, Others

Attention new stations—Program director-chief engineer available. Capable and experienced both announcing and engineering. First class license. Also good copywriter. Can help you cut staff costs and make profit. Box 694, B•T.

Thoroughly experienced program manager immediately available for similar supervisory position. Box 705F, B•T.

Newsman seeks spot midwestern station. B.S. radio journalism 1952, some experience, veteran. Box 719F, B•T.

New England. Newscaster-PD, 17 years; presently news director for 50,000 watts. Solid announcing, program experience. Substantial operation only. Box 769F, B•T.

Available as program manager. N. Y. C. network announcer-producer. 11 years all phases, radio-tv. Accustomed to high standards. Box 784F, B•T.

TELEVISION

Help Wanted

Salesmen

Television representatives for five top-rated tv syndicated film properties. Liberal commissions, exclusive territories. Previous experience required. Box 737F, B•T.

Established television station in metropolitan southeastern market now adding to its tv sales staff. Give full details of experience, references, starting compensation expected, photo. Box 741F, B•T.

Technical

Do you want to settle in Vermont? Transmitter-man in good physical health who likes skiing, has a reputation for reliability, wanted for operation of GE transmitter on Mt. Mansfield. Station provides pleasant living quarters at transmitter. Watch schedule two days on, one day off. Professional and character references required. S. T. Martin, General Manager, WMVT, Burlington, Vermont.

Production-Programming, Others

Wanted—Established midwest vh station looking for female continuity writer, send photo and complete resume to Box 695F, B•T.

(Continued on next page)

TV PROGRAM MANAGER

Top power VHF in large SE area needs experienced and capable man to head its program department. Real creative talent, native showmanship and supervisory ability essential. This is not a swivel chair job, as successful applicant should be able to do as good, on-camera job. If you have experience and practical ideas for low cost local programming and can provide real leadership to a good staff, this position will be satisfying and rewarding. Position open as result of promotion in our executive staff. Send full details, picture. Your application kept in confidence.

Box 732F, B•T.

TELEVISION

Situations Wanted

Managerial

Station-commercial-sales manager. Proven successful managerial and sales record with local and major uhf-vhf operations. Can cut costs and increase sales. Presently employed, but station has been sold. Seek permanent position with percentage or stock arrangement. Box 636F, B•T.

Assistant to manager. Five years supervisory experience. Excellent record, references. Box 706F, B•T.

Manager. 2 years tv, 10 years radio. Presently managing vhf, primary market. Experienced in sales, administration, programming, labor-relations, film buying, networks. Family man, college graduate, veteran. Active in community. Reason for leaving is confidential, will explain. Box 717F, B•T.

Manager—25 years experience, radio-tv. All phases—sales promotion—direction—etc. Excellent references. Box 744F, B•T.

Assistant manager-general sales manager opportunity wanted. Have major station (first ten markets) and top Madison Avenue rep experience. Confidential. Box 751F, B•T.

Salesmen

Can your station use more national spot and local business? Let me show you how to get it. Box 753F, B•T.

Announcer

Experienced. 3 years all types television announcing, including news. Some production. Six years radio programming and announcing. Family. College. Best offer accepted. Box 660F, B•T.

Technical

Tv engineer, all phases, no film. 3 years experience. 1st phone. Permanent only. Box 761F, B•T.

Production-Programming, Others

Producer-director, over two years experience, television, radio. Desire assistant program directorship or similar position in east. Box 699F, B•T.

Experienced PD put television station on air, into black. Seeking larger market. Immediately available. Best references. College education. Box 707F, B•T.

Experienced tv continuity director desires major market. Six years experience. Box 708F, B•T.

For Sale

Stations

250 watt fulltime independent Wisconsin market, well staffed, well established, new equipment, exclusive county, excellent future, $35,000, liberal financing. Box 632F, B•T.

Profitable daytimer, south-central single station market. Owner has larger opportunity elsewhere. $50,000 with terms for responsible parties. Paul H. Chapman, 84 Peachtree Street, Atlanta, Ga.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange. Licensed Brokers. Portland 22, Oregon.

Equipment Etc.

Have 250 uhf transmitter, hand-built by top engineers, with finest material, at moderate price. Ideal for satellite and booster operation. Box 725F, B•T.

3kw fm transmitter, including power supply, monitors, console. All General Electric. Approximately 400 feet Andrew transmission line. Excellent condition. $2,500.00. Box 776F, B•T.

For Sale—(Cont'd)

Gray telop #II opaque projector, never used, cost $2,100.00. Your price $1,800.00. Write Chief Engineer, KBAK-TV, Bakersfield, California.

For sale at worthwhile saving—two uncrated RCA type TP-16Fmm tv projectors. Contact Jim Brady, KIFI, Idaho Falls, Ida.

300 foot Lehigh, self-supporting, double galvanized tower suitable for tv. Design drawings available. Best offer takes it. Write or call J. Hatfield, KIRO, Seattle, Washington.

Complete REL 10 watt education fm transmitter. Tubes, spares, crystal, 75 foot flexible co-ax, 40 foot tower, single bay antenna. $1,200.00. WPRK-FM, Winter Park, Florida.

One three hundred and fifty foot self supporting Truscon radio tower, type C, insulated, with all accessories, am, original cost was $12,500.00, 1949. Will sell for $4,200.00 FOB, Atlanta, Ga. Tower in perfect condition. Phone Calhoun 9246. Ready for shipment.

Wanted to Buy

Stations

Independent operator desires to acquire all or control of midwest radio station. Box 718F, B•T.

Experienced broadcaster now with one of the west's best radio-tv operations want to buy substantial interest in, and manage, western radio station. Prefer daytime-only. Box 745F, B•T.

Successful, aggressive partnership, now operating independent, desires own station. Sale, lease or management contract. Box 787F, B•T.

I will pay up to $500 monthly to lease small town radio station, with option to buy. Will give best character and ability references. Box 1120, Winston-Salem, North Carolina.

Radio stations, Missouri, Arkansas, Kansas, Oklahoma. Ralph Erwin, Theatre Broker, Box 811, Tulsa.

Equipment Etc.

Television transmitter type TT2AL. Box 766F, B•T.

400 foot self-supporting insulated tower. Will purchase standing or from storage. Write or wire details of tower and price to Box 781F, B•T.

Immediately, good working condition, mobile transmitter, rent or buy. WWBG, phone 31334, Bowling Green, Ohio.

Will you help? Give or sell cheap, used equipment. Desire to build 500w christian station. Alvin Craig, Way of Truth, Hagerstown, Maryland.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. **Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.**

RADIO

Help Wanted

Managerial

Wanted

STATION MANAGER

Who is under 35 and ready for a tough but rewarding assignment. The right man for us will be experienced in station operation, including sales, costs, programming, promotion and personnel. This opportunity is with a growing AM and UHF-TV station in a New England big city market. Salary $10,000 plus bonus. Apply with resume to

Box 774F, B•T.

RADIO

Help Wanted—(Cont'd)

Managerial

MANAGER
WANTED IMMEDIATELY

Independent station in Midwest university city. Excellent market over 100,000 . . . bright opportunity. Want aggressive, experienced man . . . heavy on sales . . . administrative knowledge. Salary open. Send complete resume, including references in confidence to WKID, 222 E. Delaware, Chicago.

TELEVISION

Help Wanted

Announcers

ANNOUNCER

Growing VHF metropolitan TV station looking for top radio announcer, with successful background, who wants top opportunity in television. A producer-director with experience and production know-how. Send picture, Announcer, send audition and complete resume first letter.

Box 746F, B•T.

TELEVISION

Situations Wanted

Managerial

TV SALES MANAGER

Outstanding history of success. Major market, national and local experience in hiring, training, and leading aggressive sales force, working with reps. Forceful personal salesman. Very finest professional and personal references. Sound reasons for seeking change. Stable executive with 16 years' experience radio and TV. Age 36, married, family. Presently employed.

Box 777F, B•T.

For Sale

Stations

Florida station with fair return as well as climate. A pleasant living, medium size market, TV-free. Requires $45,000 cash down and like amount for each of 2½ subsequent years. Income to owners each of past two years: $42,000.

Paul H. Chapman
84 Peachtree Street
Atlanta, Georgia

(Continued from page 72)

Existing Am Stations . . .

ACTIONS BY FCC

KRUZ San Francisco, Calif.—Grant R. Wrathall granted mod. of CP to change from 1 kw day to 10 kw day, directional on 1010 kc subject to condition that KRUZ has responsibility for installation and adjustment of suitable filter circuits, or other equipment, as may be necessary to prevent cross modulation due to interaction with KYA there. Granted Dec. 22.

KCHJ Delano, Calif.—Charles Herman Johnes granted CP to change from 1 kw day to 1 kw night, 5 kw day, DA-2, unlimited, subject to condition of accepting such interference as may be caused by proposed operation of KARM Fresno and KLAS Las Vegas. Granted Dec. 22.

KECC Pittsburg, Calif.—KECC Inc. granted CP to change from 1 kw unlimited, directional night to 5 kw unlimited, DA-2. Granted Dec. 22.

WGMS Washington, D. C.—The Good Music Station Inc. granted bid to change from 1 kw day to 5 kw day, 1 kw night, unlimited time and to to move station to Bethesda, Md. Granted Dec. 22.

WATH Athens, Ga.—A. H. Kovlan & J. D. Sinyard granted CP to change from 1540 kc to 970 kc with 1 kw daytime. Granted Dec. 22.

For Sale—(Cont'd)

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APPLICATIONS

KEAR San Mateo, Calif.—Bay Radio Inc. seeks mod. of CP to change main studio location from San Mateo to San Francisco. Filed Dec. 21.

WJBK Detroit, Mich.—Storer Bcstg. Co. seeks CP to change from 5 kw night, 10 kw day to 1 kw night and 10 kw day, directional day and night. Filed Dec. 21.

KRSD Rapid City, S. D.—John Daniels, Eli Daniels & Harry Danfield d/b as Heart of the Black Hills Station seek CP to change from 1340 kc to 1230 kc. Filed Dec. 21.

Ownership Changes . . .

ACTIONS BY FCC

KCBS-AM-FM San Francisco, Calif.—Columbia Bcstg. System Inc. of Calif. granted voluntary assignment to parent corporation Columbia Bcstg. System Inc. Granted Dec. 22; announced Dec. 28.

KQXI (TV) San Jose, Calif.—Standard Radio & Tv Co. granted transfer of control to Sunlite Bakery for $50,650. A. T. Gilliland, current president of the station, is sole owner of the Sunlite Bakery. Granted Dec. 22.

KOAT Albuquerque; KRSN Los Alamos, N. M. —Alvarado Bcstg. Co. granted assignment of licenses to Sunshine Bcstg. Co. for $160,000. Principals include **Hugh DeWitt Landis** (36.3%), owner of KICA Clovis, ⅓ partner KVBC Farmington, both in New Mexico and minority stockholder KANS Wichita, Kan., and KRGV Weslaco, Tex.; **William Wayne Phelps** (36.3%), owner of KALG Alamogordo, N. M.; **D. F. Prince** (9%), Washington attorney and minority stockholder WSBR Pensacola, Fla.; **Robert Porton** (9%), KRSN general manager, and **William Spack Jr.** (9%), KRSN assistant manager. Granted Dec. 22.

WSPN Saratoga Springs, N. Y.—SPA Bcstrs. Inc. granted transfer of control to Joseph Donohue and 7 others through sale of 39.5% interest for $7,900. Principals now include Pres. **Richard O'Connor** (22.5%); **Joseph Donohue** (38%), Treas. **Martin Karig** (12.5%), 25% stockholder WWSC Glens Falls, 99% stockholder WLPS Ticonderoga, and 7½% stockholder WNOR Syracuse, all New York, and **Kenneth H. Freebern** (20%). Granted Dec. 22.

WRAW Reading, Pa.—Reading Bcstg. Co. granted voluntary relinquishment of negative control by James Hale Steinman through gift of 50 shares of stock to James Hale Steinman Foundation, charitable trust. Granted Dec. 21; announced Dec. 28.

WAYB Waynesboro, Va.—Waynesboro Bcstg. Corp. granted voluntary transfer of control to N. Wilbur Kidd through purchase of remaining 58.7% interest for $22,627. Granted Dec. 22.

APPLICATIONS

KSTL St. Louis, Mo.—Radio St. Louis Inc. seeks voluntary transfer of control to Edward E. Haverstick Jr. and four others through sale of 57.5% interest for $131,750. Principals include Pres. **Dick J. Kasten** (5%); Sec. **William K. Haverstick** (30%); Treas. **Edward E. Haverstick Sr.** (40%), and **Edward E. Haverstick Jr.** (15%). Filed Dec. 21.

WPAT Paterson, N. J.—North Jersey Bstcg. Co. seeks assignment of license to WPAT Inc. for $300,000. Principals include **Emanuel Dannett** (99.5%), attorney, and **Dickens H. Wright** (0.5%), executive vice pres. and general manager WPAT. Filed Dec. 22.

WOOW New Bern, N. C.—Craven Bcstg. Co. seeks voluntary transfer of control to James A. Ballard, Furman Y. Sorrell and Raymond Lacy Ballard through sale of all stock for $25,000. Principals in equal partnership include Pres. **Furman Y. Sorrell,** physician; Sec.-Treas. **James A. Ballard,** general manager WADE Eadesboro, N. C., and Vice Pres. **Raymond L. Ballard,** furniture salesman. Filed Dec. 20.

KTVQ (TV) Oklahoma City, Okla.—Republic Tv & Radio Co. seeks transfer of control from John Esau and others to Duke Duvall and John Esau, trustees in bankruptcy. Filed Dec. 21.

WKGN Knoxville, Tenn.—Clarence Beaman Jr. tr/as WKGN Bcstg. Co. seeks assignment of license to WKGN Inc. for $75,000. Principals include Pres. **George P. Mooney** (⅓); Vice Pres. **D. Lynch** (⅓), and Sec.-Treas. **Abe D. Waldauer** (⅓). All are associated in ownership of WBSR Pensacola, Fla. Filed Dec. 22.

KOMO-TV Seattle, Wash.—Fisher's Blend Station Inc. seeks assignment to subsidiary corporation Fisher's Tv Co. Filed Dec. 20.

Hearing Cases . . .

INITIAL DECISION

KVMC Colorado City, Tex.—FCC Hearing Examiner J. D. Bond issued an initial decision looking toward denial of the application of Elden B. and John B. Mahon, a partnership d/b as Colorado City Bcstg. Co., for construction permit to increase power of station KVMC Colorado City, Tex., from 500 w to 1 kw, operating daytime only on 1320 kc. Action Dec. 27.

OTHER ACTIONS

KPIX (TV) San Francisco, Calif.—The Commission, on its own motion, ordered an inquiry to ascertain whether any of its rules or regulations or any of the provisions of the Communications Act have been violated in connection with the tampering with and damage to equipment and installation of tv station KPIX of the Westinghouse Broadcasting Co., at San Francisco, Calif., which prevented its broadcasting on Dec. 14th and if so, to ascertain by whom the violations were committed and what action should be taken in connection with these matters by this Commission. Action Dec. 22.

WFTL-TV Ft. Lauderdale, Fla.—FCC by Memorandum Opinion and Order, dismissed as moot the protest filed by WINZ and WMFL (TV), ch. 33, Miami, requesting the Commission to set aside its action of Oct. 21 in granting conditionally a Special Temporary Authorization to Tri-County Bcstg. Co. to operate tv station WFTL-TV (ch. 23) Fort Lauderdale, Fla., at a new transmitter site, and canceled said STA. Chairman McConnaughey absent; Comr. Bartley concurred in result. Action Dec. 22.

Tampa, Fla.—Ch. 6 proceeding. By Memorandum Opinion and Order, the Commission denied petitions by Pinellas Bcstg. Co. for rehearing, reopening of record, or for stay, and by The Tampa Bay Area Telecasting Corp. for reconsideration and oral argument, directed against the Commission's Decision of Aug. 6 granting the application of The Tribune Co. for new tv station in Tampa, Fla., on ch. 8, and denying competing applications of Pinellas and Tampa Bay for same channel in St. Petersburg, Fla. Comr. Bartley concurred in result; Comr. Webster not voting. Action Dec. 22.

Parma-Onondaga, Mich.—Ch. 10 contest. By Order, the Commission amended its Order of Sept. 23 and clarified and brought up to date hearing issues on the five competing applications (Triad Television Corp., Booth Radio & Television Stations Inc., Television Corp. of Michigan Inc., Jackson Bcstg. & Television Corp., and Michigan State Board of Agriculture) for a new tv station on ch. 10 in Parma-Onondaga, Mich. Action Dec. 22.

WROW-AM-TV Albany, N. Y.—FCC by Memorandum Opinion and Order, denied request filed Dec. 10 by WTRI (TV) (ch. 35) Albany, N. Y., for temporary stay and request for oral argument directed against the grant without hearing on Nov. 3 of transfer of control of WROW-AM-TV Albany, N. Y., from Hyman Rosenblum, et al., to Lowell J. Thomas, et al. Action Dec. 22.

Buffalo, N. Y.—Ch. 7 proceeding. FCC by Memorandum Opinion and Order, granted joint petition of Great Lakes Tv Inc. and Greater Erie Bcstg. Co. requesting reconsideration of a ruling made by the Examiner on the record with respect to admission of WKBW-TV Exhibit 31, in re applications for ch. 7 in Buffalo, N. Y. Action Dec. 23.

McMinnville, Tenn.—By Memorandum Opinion and Order, the Commission granted protest of WAGG Franklin, Tenn., for reconsideration of Commission action of Nov. 3 granting Cumberland Valley Bcstg. Co., a CP for a new am station in McMinnville, Tenn., on 960 kc, 500 w, D; postponed effective date of said grant pending final determination after hearing on application to be held on Feb. 7; denied protest in other respects. Action Dec. 22.

KGUL-TV Galveston, Tex.—By Memorandum Opinion and Order, the Commission denied four petitions filed by KGUL-TV, ch. 11, Galveston, Texas, urging review of examiner's rulings on subpoenas in the hearing on its application for modification of CP to change transmitter site and make other changes. Grant on Sept. 1 of KGUL-TV's application was protested by Houston Consolidated Television Co. (KTRK-TV, ch. 13), Houston, and the effective date thereof was postponed pending final determination in this proceeding. Action Dec. 22.

Petersburg, Va.—Ch. 8 proceeding. By Memorandum Opinion and Order, the Commission denied Oct. 29 petition by Southside Virginia Telecasting Corp. for rehearing, reconsideration and reargument of Commission Decision of Sept. 29 granting a construction permit to Petersburg Television Corp. for a new tv station on ch. 8 in Petersburg, Va., and denying Southside's competing application. Comr. Bartley concurred in result; Chairman McConnaughey not voting. Action Dec. 22.

Routine Roundup . . .

December 22 Decisions

BROADCAST ACTIONS

By the Commission en banc

Renewal of License

The following stations were granted renewal of licenses for the regular period:

WWGP Sanford, N. C.; WTYN Tryon, N. C.; WHED Washington, N. C.; WTAB Tabor City, N. C.; WRHI-AM-FM Rock Hill, S. C.; WOLS Florence, S. C.

December 22 Applications

ACCEPTED FOR FILING

Modification of CP

KXXL Monterey, Calif., S. A. Cisler—Mod. of CP (BP-8076) as mod. which authorized new standard broadcast station for extension of completion date (BMP-6730).

WRBL-TV Columbus, Ga., Columbus Bcstg. Co.—Mod. of CP (BPCT-1759) as mod. which authorized new tv station to extend completion date to 5-1-55 (BMPCT-2691).

KCEB (TV) Tulsa, Okla., Elfred Beck—Mod. of CP (BPCT-1392) as mod. which authorized new tv station to extend completion date (BMPCT-2690).

KTSM-TV El Paso, Tex., Tri-State Bcstg. Co.—Mod. of CP (BPCT 999) as mod. which authorized new tv station to extend completion date to 7-17-55 (BMPCT-2692).

WBAP-TV Ft. Worth, Tex., Carter Pub. Inc.—Mod. of CP (BPCT-1795) as mod. which authorized changes in facilities of existing tv station to extend completion date to 4-19-55 (BMPCT-2687).

December 27 Applications

ACCEPTED FOR FILING

Remote Control

WLOS Asheville, N. C., Skyway Bcstg. Co.—(BRC-614).

WIMA Lima, Ohio, Northwestern Ohio Bcstg. Corp.—(BRC-613).

KEYS Corpus Christi, Tex., Earl C. Dunn, Charles W. Rossi, H. B. Lockhart and E. C. Hughes d/b as Nueches Bcstg. Co.—(BRC-612).

KAND Corsicana, Tex., Alto Inc.—(BRC-611).

Application Returned

WCRB Waltham, Mass., Charles River Bcstg. Co.—Mod. of CP (BP-8885) which authorized change hours of operation using power of 1 kw, install directional antenna (DA-1) and change studio location to make changes in the antenna system.

License for CP

WLAD-FM Danbury, Conn., Berkshire Bcstg. Corp.—License to cover CP (BPH-1940) which authorized new fm station (BLH 1020).

Renewal of License

WLRD (FM) Miami, Fla., Alan Henry et al. d/b as Mercantile Bcstg. Co.—(BRH-448).

WTSP-FM St. Petersburg, Fla., Pinellas Bcstg. Co.—(BRH-236).

CP

WKEU-FM Griffin, Ga., Radio Station WKEU—CP to replace permit (BPH-1919) as mod. which replaced expired permit (BPH-1999).

License for CP

WDOK-FM Cleveland, Ohio, Civic Bcstrs. Inc.—License to cover CP (BPH-1945) which authorized new fm station (BLH-1019).

Modification of CP

WBAP-FM Ft. Worth, Tex., Carter Pub. Inc.—Mod. of CP (BPH-1929) which authorized changes in licensed station for extension of completion date (BMPH-4970).

WALB-TV Albany, Ga., Herald Pub. Co.—Mod. of CP (BPCT-1285) as mod. which authorized new tv station to extend completion date to 3-23-55 (BMPCT-2695).

WKNY-TV Kingston, N. Y., WKNY-TV Corp.—Mod. of CP (BPCT-1264) as mod. which authorized new tv station to extend completion date to July 1955 (BMPCT-2694).

CP

KMPT (TV) Oklahoma City, Okla., Everett E. Cotter, Trustee and Receiver—CP to replace expired CP (BPCT-1862) which authorized replacement of CP for tv station (BPCT-1935).

Modification of CP

KVAL-TV Eugene, Ore., Eugene Television Inc.—Mod. of CP (BPCT-1231) as mod. which authorized new tv station to extend completion date to 1-31-55 (BMPCT-2693).

KCEN-TV Temple, Tex., Bell Pub. Co.—Mod. of CP (BPCT-1426) as mod. which authorized new tv station to extend completion date (BMPCT-2696).

Application Returned

WFTL-TV Ft. Lauderdale, Fla., Tri-County Bcstg. Co.—Inconsistent with Sec. 3.607 of the Commission's Rules.

December 28 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner James D. Cunningham

Chief Broadcast Bureau—Granted petition for extension of time to Jan. 24 within which both parties will submit proposed findings in re application of WWBZ Vineland, N. J. (Docket 10133; BR-1435) (Action of 12/27).

WMID Atlantic City, N. J., Mid-Atlantic Bcstg. Co.—Ordered a prehearing conference for Feb. 15 in re applications for renewal of license and transfer of control (Dockets 11045-46) (Action taken 12/22).

By Hearing Examiner Annie Neal Huntting on Dec. 23

Onondaga, Mich., Mich. State Board of Agriculture—Granted petition for leave to amend its tv application for ch. 10 (Docket 11173), to show certain changes resulting from death of Winfred G. Armstrong.

WSDR Sterling, Ill., Blackhawk Bcstg. Co.—Issued first statement concerning prehearing conferences and order which shall govern the course of proceeding to the extent indicated (Docket 11146).

Newburyport, Mass., Theodore Feinstein; Sherwood J. Tarlow—Issued first statement concerning prehearing conferences and order which shall govern the course of proceeding re applications for new am stations (Dockets 11141-42); and continued hearing now scheduled for Feb. 10 to Feb. 21.

Actions Taken Dec. 21

Issued third statement concerning prehearing conferences and order which shall govern the course of proceeding re ch. 10 (Dockets 11169 et al.), and continued prehearing conferences and hearing scheduled for Jan. 10 and 14 to Jan. 14 and 24, respectively, re Parma-Onondaga, Mich., applications.

Port Arthur, Tex., Port Arthur College; Smith Radio Co.—Granted petitions of applicants for leave to amend their applications for tv ch. 4 (Dockets 10285, 10352), and dismissed "Response" filed by Smith Radio on July 23 because not related to petition to amend.

Parma, Mich., Jackson Bcstg. & Tv Corp.—Dismissed petition to advance hearing date in re applications for tv ch. 10 (Dockets 11169 et al.).

By Hearing Examiner Charles J. Frederick on Dec. 22

Jacksonville, Fla., City of Jacksonville, et al.—Extended the time for filing proposed findings in re applications for tv ch. 12, from Dec. 28 to Jan. 11, and the time for filing replies to said proposed findings was extended from Jan. 10 to Jan. 24 (Dockets 10833 et al.).

By Hearing Examiner H. Gifford Irion on Dec. 23

Charlotte, N. C., Radio Station WSOC Inc. et al.—Gave notice of further hearing to be held on Jan. 19 in re applications for tv ch. 9 (Dockets 8837 et al.).

BROADCAST ACTIONS

By the Broadcast Bureau

Actions Taken Dec. 23

Granted License

WNAS (FM) New Albany, Ind., School City of New Albany—Granted license covering changes in educational station (BLED-162).

WPRK (FM) Winter Park, Fla., Rollins College—Granted license covering changes in educational station (BLED-163).

WLCS-FM Baton Rouge, La., Air Waves Inc.—Granted license covering changes in existing station (BLH-1011).

Remote Control

WIMA-FM Lima, Ohio, Northwestern Ohio Bcstg. Corp.—Granted authority to operate transmitter by remote control.

Modification of CP

The following were granted Mod. of CP's for extensions of completion date as shown:

KTSM-TV El Paso, Tex., to 7-17-55; WALB-TV Albany, Ga., to 6-23-55; WRBL-TV Columbus, Ga., to 7-2-55; KCEB (TV) Tulsa, Okla., to 7-1-55; WBAP-TV Fort Worth, Tex., to 7-19-55; WNPT Tuscaloosa, Ala., to 3-21-55 (condition).

Actions Taken Dec. 22

Modification of CP

WFST Forest, Miss., Scott County Bcstg. Co.—Granted Mod. of CP for approval of antenna, transmitter and studio location (BMP-6721).

Remote Control

The following stations were granted authority to operate transmitters by remote control:

KFIZ Fond du Lac, Wis.; WCDL Carbondale, Pa.; WTOK Meridian, Miss.

Actions of Dec. 21

Granted License

WCGC Belmont, N. C., Central Bcstg. Co.—Granted license for am station; 1270 kc, 500 w (BL-5548).

KYA San Francisco, Calif., KYA Inc.—Granted license covering new transmitter and change in studio location (BL-5547).

WMVO-FM Mt. Vernon, Ohio, The Mount Vernon Bcstg. Co.—Granted license covering changes in fm station (BLH-1018).

Modification of License

WFBM Indianapolis; WEOA Evansville, Ind.; WFBM Inc.—Granted Mod. of licenses to change name of licensee to Consolidated Tv and Radio Bcstrs Inc. (BML-1612).

East Central Independent
$165,000.00

Well balanced economy of agricultural and manufacturing. Educational institution and above average retail trading area combine to make this property extremely attractive. Market boasts over $140,000,000.00 annual retail sales with 100,000 population in metropolitan area. Financing is available on this profitable facility.

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RADIO-TV-NEWSPAPER BROKERS

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James W. Blackburn
Clifford Marshall
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Phil Jackson
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
William T. Stubblefield
235 Montgomery St.
Exbrook 2-5671-2

WGBH-FM Boston, Mass., WGBH Educational Foundation—Granted Mod. of license to change studio site to Cambridge, Mass. (BMLED-10).

CP

KFUO Clayton, Mo., The Lutheran Church of Missouri Synod—Granted CP to install a new aux. transmitter (BP-9475).

Remote Control

WCLG Morgantown, W. Va., Morgantown Bcstg. Co.—Granted authority to operate transmitter by remote control.

Modification of CP

WHLM Bloomsburg, Pa., Bloom Radio—Granted Mod. of CP to change type transmitter; condition (BMP-6726).

WHBF-TV Rock Island, Ill., Rock Island Bcstg. Co.—Granted Mod. of CP to install new antenna system (BMPCT-2686).

The following stations were granted extension of completion dates as indicated:

WNYC-FM New York, N. Y., to 6-1-55; KCCT-FM Corpus Christi, Tex., to 2-1-55; WAZL-TV Hazleton, Pa., to 7-14-55; KVSO-TV Ardmore, Okla., to 7-12-55; KHSL-TV Chico, Calif., to 7-11-55; KPLC-TV Lake Charles, La., to 7-12-55; WTWO Bangor, Maine, to 7-5-55; WJRT (TV) Flint, Mich., to 7-12-55; WSAU-TV Wausau, Wis., to 7-12-55; WDUV Jacksonville, Fla., to 4-19-55; KFXJ Grand Junction, Colo., to 1-23-55 (condition).

WOPT (TV) Chicago, Ill., WOPA-TV Inc.—Granted Mod. of CP to change name to WOPA Inc. and to show issuance of additional stock (BMPCT-2680).

Actions of Dec. 20

Granted CP

WXYZ Detroit, Mich., WXYZ Inc.—Granted CP for installation of new transmitter (BP-9592).

KUGN-FM Eugene, Ore., KUGN Inc.—Granted CP to replace expired CP (BPH-1971) (BPH-1992).

KGVO-TV Missoula, Mont., Mosby's Inc.—Granted CP to replace expired CP (BPCT-829) as mod. which authorized new tv station (BPCT-1932).

Modification of CP

The following were granted Mod. of CP's for extension of completion dates:

WXYZ-TV Detroit, Mich., to 7-11-55; WINT Waterloo, Ind., to 7-7-55; WTAO-TV Cambridge, Mass., to 7-5-55; KCOA Corona, Calif., to 7-14-55; WHBQ-TV Memphis, Tenn., to 6-30-55; WNYC-TV New York City, to 7-12-55.

December 28 Applications

ACCEPTED FOR FILING

Renewal of License

WDCF Dade City, Fla., The Pasco Bcstg. Co.—(BR-3039).

WVOP Vidalia, Ga., Vidalia Bcstg. Co.—(BR-1349).

WJFR Caguas, P. R., Jorama-Fer Radio Corp.—(BR-2814).

WKAQ San Juan, P. R., El Mundo Bcstg. Corp.—(BR-1169).

WWPB-FM Miami, Fla., Paul Brake—(BRH-373).

License for CP

KGO-FM San Francisco, Calif., American Bcstg.-Paramount Theatres Inc.—License to cover CP (BPH-1979) which authorized changes in licensed station (BLH-1023).

Modification of CP

WBID-TV Detroit, Mich., Woodward Bcstg. Co. Mod. of CP (BPCT-1589) as mod. which authorized new tv station to extend completion date to 9-19-55 (BMPCT-2699).

WOCN (TV) Atlantic City, N. J., David E. Mackey—Mod. of CP (BPCT-1457) as mod. which authorized new tv station to extend completion date to September, 1955 (BMPCT-2698).

KGGM-TV Albuquerque, N. M., New Mexico Bcstg. Co.—Mod. of CP (BPCT-1393) as mod. which authorized new tv station to extend completion date to 7-6-55 (BMPCT-2697).

TELESTATUS

January 3, 1955

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Birmingham—
► WABT (13) NBC, ABC, DuM; Blair; 303,680
► WBRC-TV (6) CBS; Katz; 304,316
WJLN-TV (48) 12/10/52-Unknown
WEDB (*10) 10/13/54-Unknown

Decatur†—
► WMSL-TV (23) NBC; Walker; 22,250

Dothan†—
WTVY (9) Hollingbery; 7/2/54-Unknown

Mobile†—
► WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 92,000
WKAB-TV (48) See footnote (c)
The Mobile Tv Corp. (5) Initial Decision 2/12/54

Montgomery—
► WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 43,450
► WSFA-TV (12) NBC; Headley-Reed

Munford†—
WEDM (*7) 6/2/54-Unknown

Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
► KVAR (12) NBC, DuM; Raymer; 101,523

New Starters

The following tv stations are the newest to start regular programming:

WSFA-TV Montgomery, Ala. (ch. 12), Dec. 25.

WOAY-TV Oak Hill, W. Va. (ch. 4), Dec. 14.

Total stations on air in U. S. and possessions: 421; total cities with stations on air; 279. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 34,821,844.

*** Indicates educational stations.**

† Cities NOT interconnected to receive network service.

(a) Figure does not include 375,314 sets which WBEN-TV Buffalo reports it serves in Canada.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

(c) The following stations have suspended regular operations but have not turned in CP's: WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; KTHE (TV) Los Angeles; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WPMT (TV) Portland, Me.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KOPR-TV Butte, Mont.; WFPG-TV Atlantic City, N. J.; WTVE (TV) Elmira, N. Y.; WIFE (TV) Dayton, Ohio; KCEB (TV) Tulsa, Okla.; WLBR-TV Lebanon, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.; KETX (TV) Tyler, Tex.; WTOV-TV Norfolk, Va.

(d) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].

WBRC TV
WCOV TV
WDAK-TV
KVEC-TV
KCCC-TV
KRDO-TV
KCSJ-TV
WKNB-TV
WATR-TV
CMQ
WKNY-TV
WINK-TV
KCEB-TV
WGEM-TV
WPAG-TV
WKZO-TV
WJIM-TV
WKNX-TV
WOOD-TV
WTAC-TV
WCOC-TV
KCJB-TV
KOLN-TV
KHOL-TV
WJHP-TV
WHIZ-TV
WEEK-TV
WARD-TV
KTSM-TV
WVEC-TV
WSVA-TV
WKNA-TV
WTAP-TV
WBAY-TV
WMTV-TV
WJMC-TV
CKCR-TV
WMBR-TV
WLOK-TV
WMAZ-TV
WHP-TV
WDAN-TV

STAINLESS INC.

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WKNB-TV
WATR-TV
WREX-TV
WHUM-TV
KOAM-TV
WNOK-TV
WWOR-TV
KHOL-TV
WPAG-TV
WKZO-TV
WJIM-TV
WKNX-TV
WOOD-TV
WTAC-TV
WCOC-TV
KCJB-TV
KOLN-TV
WEEU-TV
WOC-TV
WCOS-TV
WLAM-TV
WHBQ-TV
WMBR-TV
KTSM-TV
WVEC-TV
WSVA-TV
WKNA-TV
WTAP-TV
WBAY-TV
WMTV-TV
WJMC-TV
CKCR-TV

Phoenix—
► KOOL-TV (10) ABC; Hollingbery; 106,800
► KPHO-TV (5) CBS, DuM; Katz; 103,800
KTVK (3) Weed; 6/10/54-Feb. '55

Tucson—
► KOPO-TV (13) CBS, DuM; Hollingbery; 34,866
► KVOA-TV (4) ABC, NBC; Raymer; 34,866

Yuma†—
► KIVA (11) NBC, DuM; Grant; 24,670

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown

Fort Smith†—
► KFSA-TV (22) ABC, CBS, NBC, DuM; Pearson; 25,000
KNAC-TV (5) Rambeau; 6/3/54-Feb. '55

Hot Springs†—
KTVR (9) 1/20/54-Unknown

Little Rock—
► KARK-TV (4) NBC, DuM; Petry; 85,764
KETV (23) 10/30/53-Unknown
KTHV (11) Branham; 11/4/54-Unknown
► KATV (7) (See Pine Bluff)

Pine Bluff†—
► KATV (7) ABC, CBS; Avery-Knodel; 77,233

Texarkana—
► KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

Bakersfield—
► KBAK-TV (29) ABC, DuM; Forjoe; 84,000
► KERO-TV (10) CBS, NBC; Avery-Knodel; 146,398

Berkeley (San Francisco)—
► KQED (*9)

Chico—
► KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 48,962

Corona†—
KCOA (52), 9/16/53-Unknown

Eureka†—
► KIEM-TV (3) ABC, CBS, NBC, DuM; Hoag-Blair, Blair Tv; 18,778

Fresno—
KBID-TV (53) See footnote (c)
► KJEO (47) ABC, CBS; Branham; 142,796
► KMJ-TV (24) CBS, NBC; Raymer; 142,000
KARM, The George Harm Station (12) Bolling; Initial Decision 8/31/54

Los Angeles—
► KABC-TV (7) ABC; Petry; 1,983,873
KBIC-TV (22) 2/10/52-Unknown
► KCOP (13) Katz; 1,983,873
► KHJ-TV (9) DuM; H-R; 1,983,873
► KNXT (2) CBS; CBS Spot Sls.; 1,983,873
► KRCA (4) NBC; NBC Spot Sls.; 1,983,873
KTHE (*28). See footnote (c)
► KTLA (5) Raymer; 1,983,873
► KTTV (11) Blair; 1,983,873

Modesto†—
KTRB-TV (14) 2/17/54-Unknown

Monterey†—
► KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371

Sacramento—
KBIE-TV (46) 6/26/53-Unknown
► KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 106,500
KCRA Inc. (3) Initial Decision 6/3/51
KBET-TV (10) H-R; 9/29/54-2/15/55

Salinas†—
► KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371

San Diego—
► KFMB-TV (8) ABC, CBS; Petry; 285,333
► KFSD-TV (10) NBC; Katz; 285,333
KUSH (21) 12/23/53-Unknown

San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15)
► KGO-TV (7) ABC; Petry; 1,033,430
► KPIX (5) CBS; Katz; 1,033,430
► KRON-TV (4) NBC; Free & Peters; 1,033,430
► KSAN-TV (32) McGillvra; 136,250

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San Jose†—
KQXI (11) 4/15/54-Unknown

San Luis Obispo†—
► KVEC-TV (6) ABC, DuM; Grant; 78,148.

Santa Barbara—
► KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 453,692

Stockton†—
► KOVR (13) DuM; Blair
► KTVU (36) NBC; Hollingbery; 112,000

Tulare (Fresno)—
► KVVG (27) DuM; Forjoe; 150,000

Visalia†—
KAKI (43) 10/6/54-Unknown

COLORADO

Colorado Springs—
► KKTV (11) ABC, CBS, DuM; Hollingbery; 52,223
► KRDO-TV (13) NBC; McGillvra; 32,000

Denver—
► KBTV (9) ABC; Free & Peters; 253,596
► KFEL-TV (2) DuM; Blair; 253,596
► KLZ-TV (7) CBS; Katz; 253,596
► KOA-TV (4) NBC; Petry; 253,596
KRMA-TV (*6) 7/1/53-Unknown

Grand Junction†—
► KFXJ-TV (5) NBC, ABC, DuM; Holman, 7,600

Pueblo—
► KCSJ-TV (5) NBC; Avery-Knodel; 50,906

CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
► WICC-TV (43) ABC, DuM; Young; 72,340

Hartford†—
WCHF (*24) 1/29/53-Unknown
► WGTH-TV (18) ABC, DuM; H-R; 241,236

New Britain—
► WKNB-TV (30) CBS; Bolling; 219,422

New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032

New London†—
WNLC-TV (26) 12/31/52-Unknown

Norwich†—
WCNE (*63) 1/29/53-Unknown

Stamford†—
WSTF (27) 5/27/53-Unknown

Waterbury—
► WATR-TV (53) ABC; Stuart; 156,000

DELAWARE

Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 223,029

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 600,000
WOOK-TV (50) 2/24/54-Unknown
► WRC-TV (4) NBC; NBC Spot Sls.; 655,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 646,900
► WTTG (5) DuM; Blair; 620,000
Washington Metropolitan Tv Corp. (20) 10/21/54-Unknown

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown

Daytona Beach†—
WMFJ-TV (2) 7/8/54-7/1/55

Fort Lauderdale—
► WITV (17) ABC, DuM; Bolling; 121,000 (also Miami)

Fort Myers†—
► WINK-TV (11) ABC; Weed; 10,439

Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 75,600
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls., 340,763
WOBS-TV (30) Stars National; 8/12/53-Spring '55

Miami—
► WGBS-TV (23) NBC
WMFL (33) 12/9/53-Unknown
WMIE-TV (27) Stars National; 12/2/53-1/1/55
WTHS-TV (*2) 11/12/53-Unknown
► WTVJ (4) CBS, ABC, NBC, DuM; Free & Peters; 295,300
► WITV (17) See Fort Lauderdale

Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 70,000

Panama City†—
► WJDM (7) ABC, NBC; Hollingbery; 22,500

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Pensacola†—
► WEAR-TV (3) ABC, CBS, DuM; Hollingbery; 85,000
► WPFA (15) Young

St. Petersburg—
► WSUN-TV (38) ABC, CBS, DuM; Weed; 124,000

Tampa†—
WFLA-TV (8) Blair; 8/4/54-Feb. '55
WTVT (13) Avery-Knodel; 9/2/54-Spring '55

West Palm Beach—
WEAT-TV (12) ABC; Walker; 2/18/54-1/1/55 (granted STA Dec. 22)
► WIRK-TV (21) ABC, DuM; Weed; 41,220
► WJNO-TV (5) NBC, CBS, DuM; Meeker; 222,500

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000

Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 456,190
► WLWA (11) ABC; Crosley Sls.; 460,430
► WQXI-TV (36)
► WSB-TV (2) NBC; Petry; 475,221

Augusta—
► WJBF (6) ABC, NBC, DuM; Hollingbery; 127,700
► WRDW-TV (12) CBS; Headley-Reed; 110,000

Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 80,220
► WRBL-TV (4) CBS; Hollingbery; 85,592

Macon—
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 81,588
► WNEX-TV (47) NBC; Branham; 62,032

Rome†—
► WROM-TV (9) Weed; 135,290

Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 56,241
WSAV Inc. (3) Initial Decision 3/31/54

Thomasville†—
WCTV (6) Stars National; 12/23/53-Spring '55

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS, DuM; Free & Peters; 39,675
► KIDO-TV (7) ABC, NBC, DuM; Blair; 35,800

Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 31,450

Pocatello†—
KWIK-TV (6) ABC; Hollingbery; 3/26/53-Unknown

Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Early '55

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) ABC, CBS, DuM; Radio Tv Representatives; 300,274

Bloomington—
► WBLN (15) McGillvra; 113,242

Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
WTLC (*12) 11/4/53-Unknown

Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,871,800
► WBKB (7) ABC; Blair; 2,074,000
► WGN-TV (9) DuM; Hollingbery; 2,050,000
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 2,043,000
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Unknown

Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000

Decatur—
► WTVP (17) ABC, DuM; Bolling; 140,000

Evanston†—
WTLE (32) 8/12/53-Unknown

Harrisburg†—
► WSIL-TV (22) ABC; Walker; 30,000

Peoria—
► WEEK-TV (43) CBS, NBC; Headley-Reed; 214,837
► WTVH-TV (19) CBS, ABC, DuM; Petry; 214,000
WIRL Tv Co. (8) Initial Decision 11/5/54

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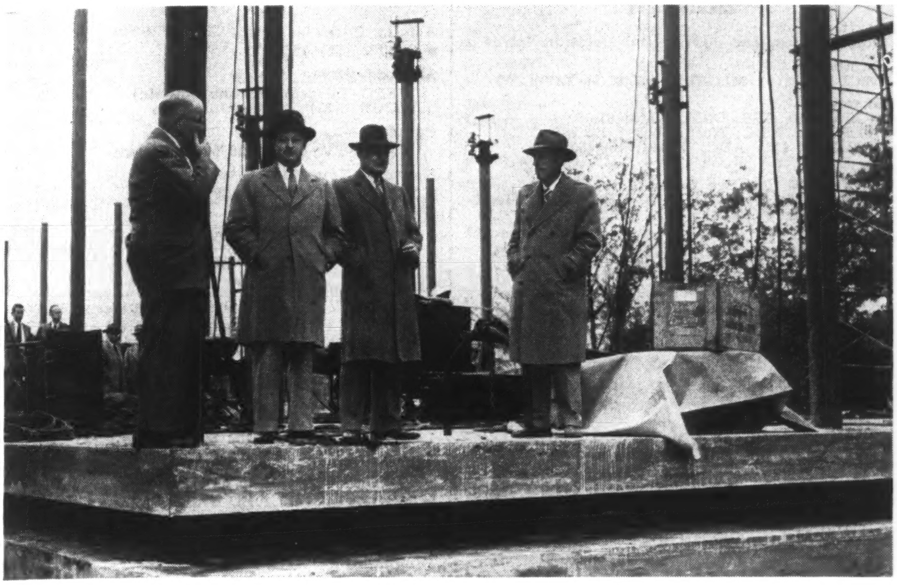

GOING UP on the first lift slab being used in the construction of the new television-radio building for WFBC-AM-TV Greenville, S. C., are (l to r) Bevo Whitmore, WFBC-AM-TV general manager; Wilson Wearn, WFBC-AM-TV assistant to the president; R. A. Jolley, WFBC-AM-TV president, and Sam Hooks, Daniel Co. project engineer. Daniel Co. is general contractor for the project; engineers are Lyles, Bissett, Carlisle & Wolff of Columbia, S. C. Provisions for transmission of network color programs coincidental with occupancy of the building have been announced by the station.

Quincy† (Hannibal, Mo.)—
► **WGEM-TV (10) ABC, NBC; Avery-Knodel; 128,900**
► **KHQA-TV (7) See Hannibal, Mo.**

Rockford—
► **WREX-TV (13) ABC, CBS; H-R; 219,257**
► **WTVO (39) NBC, DuM; Weed; 94,000**

Rock Island (Davenport, Moline)—
► **WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 268,947**

Springfield—
► **WICS (20) ABC, NBC, DuM; Young; 85,000**
Sangamon Valley Tv Corp. (2) Initial Decision 11/30/54

INDIANA

Bloomington—
► **WTTV (4) NBC, ABC, CBS, DuM; Meeker; 584,843 (also Indianapolis)**

Elkhart†—
► **WSJV (52) ABC, NBC, DuM; H-R; 204,103**

Evansville†—
► **WFIE (62) ABC, NBC, DuM; Venard; 78,446**
► **WEHT (50) See Henderson, Ky**
Evansville Tv Inc. (7) Initial Decision 10/4/54

Fort Wayne—
► **WKJG-TV (33) NBC, DuM; Raymer; 112,186**
► **WINT (15) See Waterloo**
WANE-TV (69) Bolling; 9/29/54-Unknown

Indianapolis—
► **WFBM-TV (6) ABC, CBS; Katz; 665,000**
► **WISH-TV (8) ABC, CBS, NBC, DuM; Bolling; 663,000**
► **WTTV (4) See Bloomington**

Lafayette†—
► **WFAM-TV (59) ABC, CBS, NBC, DuM; Rambeau; 64,250**

Muncie—
► **WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 97,500**

Notre Dame (South Bend)†—
WNDU-TV (46) NBC; 8/12/54-Unknown

Princeton†—
WRAY-TV (52) See footnote (c)

South Bend—
► **WSBT-TV (34) CBS, DuM; Raymer; 205,778**

Terre Haute—
► **WTHI-TV (10) ABC, CBS, DuM; Bolling; 144,267**

Waterloo (Fort Wayne)—
► **WINT (15) ABC, CBS; H-R; 117,028**

IOWA

Ames—
► **WOI-TV (5) ABC, CBS, DuM; Weed; 247,590**

Cedar Rapids—
► **KCRG-TV (9) ABC, DuM; Venard; 116,333**
► **WMT-TV (2) CBS; Katz; 245,120**

Davenport (Moline, Rock Island)—
► **WOC-TV (6) NBC; Free & Peters; 295,156**

Des Moines—
► **KGTV (17) ABC; Hollingbery; 76,500**
► **WHO-TV (13) NBC; Free & Peters; 286,000**
Cowles Broadcasting Co. (8) Initial Decision 8/26/54

Fort Dodge†—
► **KQTV (21) ABC; Pearson; 42,100**

Mason City—
► **KGLO-TV (3) CBS, DuM; Weed; 112,572**

Sioux City—
KCTV (36) 10/30/52-Unknown
► **KTIV (4) NBC, ABC, DuM; Hollingbery; 139,450**
► **KVTV (9) ABC, CBS, DuM; Katz; 125,788**

Waterloo—
► **KWWL-TV (7) NBC, DuM; Headley-Reed; 140,763**

KANSAS

Great Bend†—
► **KCKT (2) Bolling**

Hutchinson—
► **KTVH (12) CBS, DuM; H-R; 158,652**

Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown

Pittsburg†—
► **KOAM-TV (7) ABC, NBC, DuM; Katz; 76,116**

Topeka—
► **WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 388,142**

Wichita—
► **KAKE-TV (10) ABC; Hollingbery**
► **KEDD (16) NBC; Petry; 124,311**
Wichita Tv Corp. (3) Initial Decision 8/9/54

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown

Henderson† (Evansville, Ind.)—
► **WEHT (50) CBS; Meeker; 65,389**

Lexington†—
WLAP-TV (27) 12/3/53-Unknown
WLEX-TV (18) Forjoe; 4/13/54-Jan. '55

Louisville—
► **WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 414,755**
► **WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)**
WKLO-TV (21) See footnote (c)
WQXL-TV (41) Forjoe; 1/15/53-early '55

Newport†—
WNOP-TV (74) 12/24/53-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

LOUISIANA

Alexandria†—
► **KALB-TV (5) Weed**

Baton Rouge—
► **WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 75,000**
WBRZ (2) Hollingbery; 1/28/54-March '55

Lafayette†—
KLFY-TV (10) Rambeau; 9/16/53-June '55
KVOL-TV (10) 9/16/53-Unknown

Lake Charles—
► **KPLC-TV (7) NBC; Weed; 55,935**
► **KTAG (25) CBS, ABC, DuM; Young; 30,000**

Monroe—
KFAZ (43) See footnote (c)
► **KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 176,500**

New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Early '55
WCNO-TV (32) Forjoe; 4/2/53-Unknown
► **WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 292,587**
► **WJMR-TV (61) ABC, CBS, DuM; Bolling; 108,992**

Shreveport—
► **KSLA (12) ABC, CBS, NBC, DuM; Raymer; 66,800**
Shreveport Tv Co. (12) Initial Decision 6/7/54-See footnote (d)
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor—
► **WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 79,104**
► **WTWO (2) Venard**

Lewiston—
► **WLAM-TV (17) DuM; Everett-McKinney; 21,707**

Poland Spring—
► **WMTW (8) ABC, CBS, DuM; Harrington, Righter & Parsons; 259,933**

Portland—
► **WCSH-TV (6) NBC, DuM; Weed; 141,504**
► **WGAN-TV (13) ABC, CBS; Avery-Knodel**
WPMT (53) See footnote (c)

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MARYLAND

Baltimore—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 575,174
► WBAL-TV (11) NBC; Petry; 575,174
WITH-TV (72) Forjoe; 12/18/52-Unknown
► WMAR-TV (2) CBS; Katz; 575,174
WTLF (18) 12/9/53-Unknown

Cumberland†—
WTBO-TV (17) 11/12/53-Unknown

Salisbury†—
► WBOC-TV (16) ABC, DuM; Burn-Smith; 40,760

MASSACHUSETTS

Adams (Pittsfield)—
► WMGT (19) DuM; Walker; 169,015

Boston—
► WBZ-TV (4) NBC; Free & Peters; 1,250,000
WGBH-TV (*2) 7/16/53-Unknown
WJDW (44) 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,250,000

Brockton†—
WHEF-TV (62) 7/30/53-Unknown

Cambridge (Boston)—
► WTAO-TV (56) DuM; Everett-McKinney; 178,000

Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 160,000
► WWLP (61) ABC, NBC; Hollingbery; 160,000

Worcester—
WAAB-TV (20) Forjoe; 8/12/53-Unknown
► WWOR-TV (14) ABC, DuM; Raymer; 68,112

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 22,400
WUOM-TV (*26) 11/4/53-Unknown

Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown

Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 289,793

Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed; 62,410

Detroit—
WBID-TV (62) 11/19/53-Unknown
► WJBK-TV (2) CBS; Katz; 1,468,400
WTVS (*56) 7/14/54-Unknown
► WWJ-TV (4) NBC; Hollingbery; 1,466,000
► WXYZ-TV (7) ABC; Blair; 1,469,000
► CKLW-TV (9) See Windsor, Ont.

East Lansing†—
► WKAR-TV (*60)

Flint—
WJRT (12) 5/12/54-Early '55

Grand Rapids—
► WOOD-TV (8) ABC, NBC, DuM; Katz; 460,860
WMCN (23) 9/2/54-Unknown

Kalamazoo—
► WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 539,390

Lansing—
► WTOM-TV (54) ABC, DuM; Everett-McKinney; 55,000
► WJIM-TV (6) ABC, CBS, NBC; Petry; 413,573

Marquette†—
WAGE-TV (6) 4/7/54-Unknown

Muskegon†—
WTVM (35) 12/23/52-Unknown

Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 140,000

Traverse City†—
► WPBN-TV (7) NBC; Holman

MINNESOTA

Austin—
► KMMT (6) ABC; Pearson; 95,951

Duluth (Superior, Wis.)—
► KDAL-TV (3) ABC, NBC; Avery-Knodel; 74,500
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote (c)

Hibbing†—
KHTV (10) 1/13/54-Unknown

Minneapolis (St. Paul)—
KEYD-TV (9) DuM; H-R; 6/10/54-1/9/55
► WCCO-TV (4) CBS; Free & Peters; 550,000
► WTCN-TV (11) ABC; Blair; 550,000

Rochester—
► KROC-TV (10) NBC; Meeker; 92,386

St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 511,000
► WMIN-TV (11) ABC; Blair; 550,000

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54

Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-Early '55

Jackson—
► WJTV (25) CBS, DuM; Katz; 61,000
► WLBT (3) NBC; Hollingbery; 122,765
► WSLI-TV (12) ABC; Weed; 108,450

Meridian†—
WCOC-TV (30) See footnote (c)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 56,800

Tupelo†—
Tupelo Citizens Tv Co. (9) 12/8/54-Fall '55

MISSOURI

Cape Girardeau—
► KFVS-TV (12) CBS; 110,000

Clayton†—
KFUO-TV (30) 2/5/53-Unknown

Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 53,048.

Festus†—
KACY (14) See footnote (c)

Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 136,032
► WGEM-TV (10) See Quincy, Ill.

Jefferson City†—
KRCG (13) 6/10/54-Unknown

Joplin—
► KSWM-TV (12) CBS; Venard; 81,270

Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 453,693
► KMBC-TV (9) CBS; Free & Peters; 453,693
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 453,693

Kirksville†—
KTVO (3) 12/16/53-Unknown

St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 115,845

St. Louis—
► KETC (*9) 500,000
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 691,780
► KWK-TV (4) CBS; Katz
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
► WTVI (54) See Belleville, Ill.

Sedalia†—
► KDRO-TV (6) Pearson; 57,000

Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 56,880
► KYTV (3) ABC, NBC; Hollingbery; 58,670

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 18,000

Butte†—
KOPR-TV (4) See footnote (c)
► KXLF-TV (6) ABC; No estimate given.

Great Falls†—
► KFBB-TV (5) CBS, ABC, DuM; Headley-Reed; 18,000

Missoula†—
► KGVO-TV (13) ABC, CBS, NBC, DuM; Gill-Perna; 15,200

NEBRASKA

Kearney (Holdrege)—
► KHOL-TV (13) ABC, CBS, DuM; Meeker; 41,692

Lincoln—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 107,204
► KUON-TV (*12)

Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 283,150
► WOW-TV (6) NBC, DuM; Blair; 283,150

Scottsbluff†—
KSTF (10) 8/18/54-Unknown

NEVADA

Henderson†—
KLRJ-TV (2) Pearson 7/2/54-1/20/55

Las Vegas—
► KLAS-TV (8) ABC, CBS, DuM; Weed; 18,442

Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 16,500

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown

Manchester—
► WMUR-TV (9) ABC, DuM; Weed; 381,338

Mt. Washington†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 10,500

Atlantic City—
WFPG-TV (46) See footnote (c)
WOCN (52) 1/8/53-Unknown

Camden†—
WKDN-TV (17) 1/28/54-Unknown

Newark (New York City)—
► WATV (13) Petry; 4,290,000

New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque—
► KOAT-TV (7) ABC, DuM; Hollingbery; 50,000
► KOB-TV (4) NBC; Branham; 51,716
► KGGM-TV (13) CBS; Weed; 51,716

Roswell†—
► KSWS-TV (8) NBC, ABC, CBS, DuM; Meeker; 25,427

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, DuM; Bolling; 125,000
► WTRI (35) CBS; Blair; 125,633
WTVZ (*17) 7/24/52-Unknown

Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 307,020
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown

Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 430,042. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 170,000
► WGR-TV (2) ABC, NBC, DuM; Headley-Reed; 432,819
WTVF (*23) 7/24/52-Unknown

Carthage (Watertown)—
► WCNY-TV (7) ABC, CBS; Weed

Elmira—
WTVE (24) See footnote (c)

Ithaca†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown

Kingston—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 19,000

Lake Placid †(Plattsburg)—
► WIRI (5) Young

New York—
► WABC-TV (7) ABC; Weed; 4,290,000
► WABD (5) DuM; Avery-Knodel; 4,290,000
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,290,000
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
► WOR-TV (9) WOR; WOR-TV Sls.; 4,290,000
► WPIX (11) Free & Peters; 4,290,000
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,290,000
► WATV (13) See Newark, N. J.

Rochester—
WCBF-TV (15) 6/10/53-Unknown
► WHAM-TV (5) NBC; Hollingbery; 290,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 281,790
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
► WVET-TV (10) ABC, CBS; Bolling; 281,790

Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 405,000

Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 350,500
WHTV (*43) 9/18/52-Unknown
► WSYR-TV (3) NBC; Headley-Reed; 351,750

Utica—
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 153,000

NORTH CAROLINA

Asheville†—
► WISE-TV (62) CBS, NBC; Bolling; 32,300
► WLOS-TV (13) ABC, DuM; Venard; 277,980

Chapel Hill†—
WUNC-TV (*4) 9/30/53-1/4/54

Charlotte—
► WAYS-TV (36) ABC, NBC; Bolling; 56,338
► WBTV (3) CBS, ABC, NBC, DuM; CBS Spot Sls.; 440,406

Durham—
► WTVD (11) ABC, NBC; Headley-Reed; 185,690

Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Gastonia†—
WTVX (48) 4/7/54-Unknown

Greensboro—
▶ WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 252,716

Greenville—
▶ WNCT (9) ABC, CBS, NBC, DuM; Pearson; 88,660

Raleigh—
▶ WNAO-TV (28) ABC, CBS, DuM; Avery-Knodel; 112,600

Washington†—
North Carolina Tv Inc. (7) 10/27/54-Unknown

Wilmington†—
▶ WMFD-TV (6) ABC, NBC; Weed; 43,600
WTHT (3) 2/17/54-Unknown

Winston-Salem—
▶ WSJS-TV (12) NBC; Headley-Reed; 245,189
▶ WTOB-TV (26) ABC, DuM; H-R; 81,200

NORTH DAKOTA

Bismarck†—
▶ KFYR-TV (5) CBS, NBC, DuM; Hoag-Blair, Blair-Tv; 24,315

Fargo†—
▶ WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 65,000

Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown

Minot†—
▶ KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 26,000

Valley City†—
▶ KXJB-TV (4) CBS; Weed; 75,000

OHIO

Akron—
▶ WAKR-TV (49) ABC; Weed; 174,066

Ashtabula†—
▶ WICA-TV (15) 25,000

Canton†—
Tri-Cities Telecasting Inc. (29) Initial Decision 11/17/54

Cincinnati—
▶ WCET (*48) 2,000
▶ WCPO-TV (9) ABC, DuM; Branham; 724,140
▶ WKRC-TV (12) CBS; Katz; 662,236
▶ WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-early '55

Cleveland—
WERE-TV (65) 6/18/53-Unknown
▶ WEWS (5) CBS; Branham; 1,063,130
WHK-TV (19) 11/25/53-Unknown
▶ WNBK (3) NBC; NBC Spot Sls.; 1,045,000
▶ WXEL (8) ABC, DuM; Katz; 1,063,000

Columbus—
▶ WBNS-TV (10) CBS; Blair; 425,537
▶ WLWC (4) NBC; WLW Sls.; 307,000
WOSU-TV (*34) 4/22/53-Unknown
▶ WTVN-TV (6) ABC, DuM; Katz; 381,451

Dayton—
▶ WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (c)
▶ WLWD (2) ABC, NBC; WLW Sls; 320,000

Elyria†—
WEOL-TV (31) 2/11/54-Unknown

Lima—
WIMA-TV (35) Weed; 1/24/52-Early '55
▶ WLOK-TV (73) ABC, CBS, NBC; H-R; 63,557

Mansfield†—
WTVG (36) 6/3/54-Unknown

Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown

Steubenville (Wheeling, W. Va.)—
▶ WSTV-TV (9) CBS; Avery-Knodel; 1,083,900

Toledo—
▶ WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 303,050
WTOH-TV (79) 10/20/54-Unknown

Youngstown—
▶ WFMJ-TV (21) NBC; Headley-Reed; 146,000
▶ WKBN-TV (27) ABC, CBS, DuM; Raymer; 144,872

Zanesville—
▶ WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 45,000

OKLAHOMA

Ada—
▶ KTEN (10) ABC; Venard; 180,000

Ardmore†—
KVSO-TV (12) 5/12/54-Unknown

Enid†—
▶ KGEO-TV (5) ABC; Pearson; 118,000

Lawton†—
▶ KSWO-TV (7) DuM; Pearson; 54,540

Miami†—
KMIV (58) 4/22/53-Unknown

Muskogee†—
▶ KTVX (8) ABC, CBS, NBC, DuM; Avery-Knodel; 245,000

Oklahoma City—
KETA (*13) 12/2/53-Unknown
▶ KMPT (19) DuM; Bolling; 98,267
▶ KTVQ (25) ABC; H-R; 167,381
▶ KWTV (9) CBS, DuM; Avery-Knodel; 256,102
▶ WKY-TV (4) ABC, NBC; Katz; 296,081

Tulsa—
KCEB (23) See footnote (c)
▶ KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100
KSPG (17) 2/4/54-Unknown
▶ KVOO-TV (2) NBC; Blair; 242,000
KOED-TV (*11) 7/21/54-Unknown

OREGON

Eugene—
▶ KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 30,000

Klamath Falls†—
KFJI-TV (2) 12/2/54-Unknown

Medford—
▶ KBES-TV (5) ABC, CBS, NBC, DuM; Hoag-Blair, Blair-Tv; 23,750

Portland—
KLOR (12) ABC; Hollingbery; 7/22/54-3/1/55
▶ KOIN-TV (6) ABC, CBS; CBS Spots Sls.; 240,964
▶ KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 204,798
North Pacific Tv Inc. (8) Initial Decision 6/16/54

Salem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
▶ WFMZ-TV (67) Avery-Knodel
WQCY (39) Weed; 8/12/53-Unknown

Altoona—
▶ WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 447,128

Bethlehem—
▶ WLEV-TV (51) NBC; Meeker; 89,307

Easton—
▶ WGLV (57) ABC, DuM; Headley-Reed; 84,915

Erie—
▶ WICU (12) ABC, NBC, DuM; Petry; 208,500
WLEU-TV (66) 12/31/53—Unknown
▶ WSEE (35) CBS, DuM; Avery-Knodel; 48,309

Harrisburg—
▶ WCMB-TV (27) Forjoe
▶ WHP-TV (55) CBS; Bolling; 193,002
▶ WTPA (71) ABC, NBC; Headley-Reed; 193,002

Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

Johnstown—
▶ WARD-TV (56) ABC, CBS, DuM; Weed
▶ WJAC-TV (6) ABC, CBS, NBC, DuM; Katz; 822,363

Lancaster—
▶ WGAL-TV (8) CBS, NBC, DuM; Meeker; 602,350
WWLA (21) 5/7/53-Unknown

Lebanon†—
WLBR-TV (15) See footnote (c)

New Castle—
▶ WKST-TV (45) ABC, DuM; Everett-McKinney; 146,367

Philadelphia—
▶ WCAU-TV (10) CBS; CBS Spot Sls.; 1,854,637
▶ WFIL-TV (6) ABC, DuM; Blair; 2,002,515
WIBG-TV (23) 10/21/53-Unknown
▶ WPTZ (3) NBC; Free & Peters; 1,878,518

Pittsburgh—
▶ WDTV (2) CBS, NBC, DuM; DuM Spot Sls.; 1,134,110
▶ WENS (16) ABC, CBS, NBC; Petry; 412,000
WKJF-TV (53) See footnote (c)
▶ WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown

WMUR-TV
THE STATE STATION
VHF CHANNEL 9 MANCHESTER N. H
THE BEST SIGNAL—AND LOCAL COVERAGE FROM WITHIN THE MARKET

9 out of 10 New Hampshire counties	113,825 TV families
PLUS—*Coverage of northern Massachusetts—Lowell, Lawrence, Haverhill, Fitchburg area*	235,063 TV families
PLUS—*Coverage of southern and eastern Vermont*	13,200 TV families
PLUS—*York County, Maine*	19,250 TV families
Total PRIMARY coverage	381,338 TV families

4 Million People Live in This Area ▶

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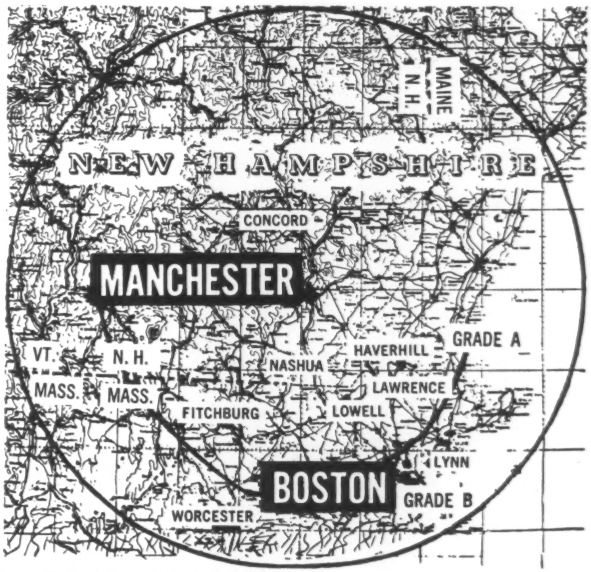


Reading—
► WEEU-TV (33) ABC, NBC; Headley Reed; 95,000
► WHUM-TV (61) CBS; H-R; 219,870

Scranton—
► WARM-TV (16) ABC; Hollingbery; 181,397
► WGBI-TV (22) CBS; Blair; 195,000
► WTVU (73) Everett-McKinney; 150,424

Sharon†—
WSHA (39) 1/27/54-Unknown

Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 200,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 190,000

Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Jan. '55

York—
► WNOW-TV (49) DuM; Forjoe; 87,400
► WSBA-TV (43) ABC; Young; 88,000

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, NBC, DuM; Weed; 1,166,344
► WNET (16) ABC, CBS, DuM; Raymer; 75,000
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA 9/23/53)

SOUTH CAROLINA

Anderson—
► WAIM-TV (40) CBS; Headley-Reed; 101,205

Camden†—
WACA-TV (15) 6/3/53-Unknown

Charleston—
► WCSC-TV (5) ABC, CBS; Free & Peters; 139,832
► WUSN-TV (2) NBC; H-R; 138,500

Columbia—
► WCOS-TV (25) ABC, DuM; Headley-Reed; 66,000
► WIS-TV (10) NBC; Free & Peters; 133,542 133,542
► WNOK-TV (67) CBS; Raymer; 67,500

Florence†—
► WBTW (8) ABC, CBS; CBS Spot Sls.; 100,000

Greenville—
► WFBC-TV (4) NBC; Weed; 443,850
► WGVL (23) ABC, DuM; H-R; 101,200

Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Early '55

SOUTH DAKOTA

Rapid City†—
Black Hills Bcstg. Co. (3) 12/8/54-6/1/55

Sioux Falls—
► KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 107,311

TENNESSEE

Chattanooga—
► WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 115,361
Mountain City Tv Inc. (3) Initial Decision 7/5/54

Jackson†—
WDXI-TV (7) Burn-Smith; 12/2/53-3/1/55

Johnson City—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 129,360

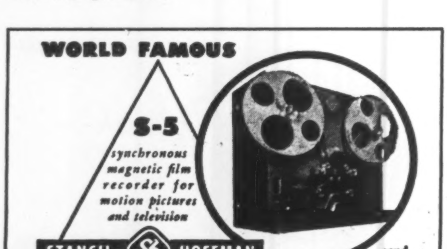
Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 95,110
► WTSK-TV (26) ABC, CBS, DuM; Pearson; 80,050

Memphis—
► WHBQ-TV (13) CBS; Blair; 315,032
► WMCT (5) ABC, NBC, DuM; Branham; 315,032
WREC Broadcasting Service (3) Initial Decision 8/27/54

Nashville—
► WSIX-TV (8) ABC, DuM; Hollingbery; 216,940
► WSM-TV (4) NBC, DuM; Petry; 205,165

Old Hickory (Nashville)—
► WLAC-TV (5) CBS; Katz; 221,750

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.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TEXAS

Abilene†—
► KRBC-TV (9) ABC, NBC, DuM; Pearson; 39,983

Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 64,118
► KGNC-TV (4) NBC, DuM; Katz; 64,118
KLYN-TV (7) 12/11/53-Unknown

Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 98,594

Beaumont†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 37,600
Beaumont Bcstg. Corp. (6) CBS; Free & Peters; 8/4/54-Feb. '55.

Big Spring†—
KBST-TV (4) 7/22/54-Unknown

Corpus Christi†—
► KVDO-TV (22) ABC, NBC, DuM; Young; 27,600
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54

Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-Unknown
► KRLD-TV (4) CBS; Branham; 414,944
► WFAA-TV (8) ABC, NBC, DuM; Petry; 414,944

El Paso—
KOKE (13) Forjoe; 3/18/54-Unknown
► KROD-TV (4) ABC, CBS, DuM; Branham; 62,395
► KTSM-TV (9) NBC; Hollingbery; 60,385

Ft. Worth—
► WBAP-TV (5) ABC, NBC; Free & Peters; 416,000
KFJZ-TV (11) 9/17/54-Unknown

Galveston—
► KGUL-TV (11) CBS; CBS Spot Sls.; 378,000

Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; H-R; 47,173

Houston—
KNUZ-TV (39) See footnote (c)
► KPRC-TV (2) NBC; Petry; 378,000
► KTRK-TV (13) ABC; Blair; 378,000
KTVP (23) 1/8/53-Unknown
► KUHT (*8) 300,000
KXYZ-TV (29) 6/18/53-Unknown

Longview†—
► KTVE (32) Forjoe; 40,000

Lubbock—
► KCBD-TV (11) ABC, NBC; Raymer; 67,878
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 67,878
KFYO-TV (5) Katz; 5/7/53-Unknown

Lufkin†—
KTRE-TV (9) Venard; 11/17/54-Unknown

Midland—
► KMID-TV (2) ABC, CBS, NBC; Venard; 38,500

Odessa†—
Odessa Tv Co. (7) Initial Decision 11/18/54

San Angelo—
► KTXL-TV (8) CBS; Melville; 38,598

San Antonio—
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell; 5/12/54-Unknown
► KENS-TV (5) ABC, CBS, DuM; Free & Peters; 223,978
► WOAI-TV (4) NBC; Petry; 223,978

Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown

Temple—
► KCEN-TV (6) NBC; Hollingbery; 98,617

Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 89,700

Tyler†—
KETX (19) See footnote (c)
► KLTV (7) NBC, ABC, DuM, CBS; Pearson; 64,853

Waco†—
► KANG-TV (34) ABC, DuM; Raymer; 48,960
KWTX-TV (10) 12/1/54-Unknown

Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer; 47,173

Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 76,750
► KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown

Salt Lake City—
► KSL-TV (5) CBS, DuM; CBS Spot Sls.; 167,200
► KTVT (4) NBC; Blair; 167,200
► KUTV (2) ABC; Hollingbery; 165,200

VERMONT

Montpelier†—
► WMVT (3) ABC, CBS, NBC, DuM; Weed; 97,173

VIRGINIA

Danville†—
► WBTM-TV (24) ABC; Gill-Perna; 21,545

Hampton (Norfolk)—
► WVEC-TV (15) NBC, DuM; Avery-Knodel; 125,000

Harrisonburg—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 93,971

Lynchburg—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 152,000

Newport News—
► WACH-TV (33) Walker

Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 342,581
WTOV-TV (27) See footnote (c)
► WVEC-TV (15) See Hampton

Petersburg†—
WPRG (8) 9/29/54-Unknown

Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 473,643

Roanoke—
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 288,976

WASHINGTON

Bellingham†—
► KVOS-TV (12) CBS, DuM; Forjoe; 140,653

Pasco†—
KEPR-TV (19) 11/3/54-Unknown

Seattle (Tacoma)—
► KING-TV (5) ABC; Blair; 398,400
► KOMO-TV (4) NBC; Hollingbery; 398,400
► KCTS (*9)
KCTL (20) 4/7/54-Unknown

Spokane—
► KHQ-TV (6) NBC; Katz; 96,770
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 93,803
► KREM-TV (2) ABC; Petry; 91,970

Tacoma (Seattle)—
► KTVW (13) Barry, N. Y.; Clark, Chicago; 398,400
► KTNT-TV (11) CBS, DuM; Weed; 398,400

Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown

Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 30,789

WEST VIRGINIA

Bluefield†—
WHIS-TV (6) Katz; 10/29/54-Unknown

Charleston—
► WCHS-TV (8) ABC, CBS, DuM; Branham; 402,584
► WKNA-TV (49) ABC; Weed; 48,820

Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-Spring '55

Fairmont†—
► WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 35,200

Huntington—
► WSAZ-TV (3) ABC, NBC, DuM; Katz; 463,591
WHTN-TV (13) 9/2/54-Spring '55

Oak Hill (Beckley)†—
► WOAY-TV (4) ABC; Weed

Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 30,000

Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) ABC, NBC; Hollingbery; 281,811
► WSTV-TV (9) See Steubenville, Ohio

WISCONSIN

Eau Claire—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 75,000

Green Bay—
► WBAY-TV (2) ABC, CBS, DuM; Weed; 210,000
WFRV-TV (5) 3/10/54-Unknown
► WMBV-TV (11) See Marinette

La Crosse†—
► WKBT (8) ABC, CBS, NBC, DuM; Raymer; 45,340
WTLB (38) 12/16/53-Unknown

Madison—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 70,000
► WMTV (33) ABC, NBC, DuM; Bolling; 61,000
Badger Television Co. (3) Initial Decision 7/31/54

Marinette† (Green Bay)—
► WMBV-TV (11) ABC, NBC; Venard; 175,000

Milwaukee—
► WCAN-TV (25) CBS; Rosenman; 408,900
► WOKY-TV (19) DuM; Bolling; 378,340
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 735,023
► WTVW (12) ABC, DuM; Petry

Neenah—
► WNAM-TV (42) ABC; George Clark

Superior† (Duluth, Minn.)—
► WDSM-TV (6) CBS, DuM; Free & Peters; 70,000
► KDAL-TV (3). See Duluth, Minn.

Wausau—
► WSAU-TV (7) ABC, CBS, NBC, DuM; Meeker; 43,800

WYOMING

Cheyenne†—
► KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 46,100

ALASKA

Anchorage†—
► KFIA (2) ABC, CBS; Weed; 14,000
► KTVA (11) NBC, DuM; Alaska Radio-Tv Sls.; 10,000

Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown

HAWAII

Honolulu†—
► KGMB-TV (9) CBS; Free & Peters; 60,000
► KONA (11) NBC; NBC Spot Sls; 60,000
► KULA-TV (4) ABC, DuM; Young; 62,000

PUERTO RICO

San Juan†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks; 43,345
► WKAQ-TV (2) CBS; Inter-American; 41,000

CANADA

Calgary, Alt.—
► CHCT-TV (2) CBC; All-Canada, Weed

Edmonton, Alt.—
► CFRN-TV (3) CBC; Radio Rep., Young; 10,000

Halifax, N. S.†—
CBHT (3) CBC

Hamilton, Ont.—
► CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 96,500

Kitchener, Ont.—
► CKCO-TV (13) CBC, CBS; Harry, Weed; 75,000

London, Ont.—
► CFPL-TV (10) CBC, ABC, CBS, NBC, DuM; All-Canada, Weed; 90,000

Montreal, Que.—
► CBFT (2) CBC French; CBC; 221,216
► CBMT (6) CBC; CBC; 221,216

Ottawa, Ont.—
► CBOT (4) CBC; CBC; 38,500

Port Arthur, Ont.—
► CFPA-TV (2) CBC; All-Canada, Weed

Quebec City, Que.—
► CFCM-TV (4) CBC; Hardy; 6,000 estimate

Regina, Sask.†—
► CKCK-TV (2) CBC, ABC, CBS, NBC; All-Canada, Weed; 12,000

Rimouski, Que†—
► CJBR-TV (3) CBC; CBC

St. John, N. B.†—
► CHSJ-TV (4) CBC; All-Canada, Weed; 12,000

Sudbury, Ont.†—
► CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 12,616

Toronto, Ont.—
► CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000

Vancouver, B. C.†—
► CBUT (2) CBC; CBC; 30,000

Windsor, Ont. (Detroit, Mich.)—
► CKLW-TV (9) CBC, DuM; Young; 1,238,585

Winnipeg, Man.†—
► CBWT (4) CBC; CBC; 5,000

MEXICO

Juarez† (El Paso, Tex.)—
► XEJ-TV (5) National Time Sales; 43,650

Tijuana† (San Diego)—
► XETV (6) Weed; 260,850

UPCOMING

JANUARY

Jan. 3-4: NCAA Tv Committee meets, Hotel New Yorker, New York.

Jan. 3-14: International Home Furnishings Market, Merchandise Mart, Chicago.

Jan. 5-7: NCAA 49th Annual Convention, Hotel New Yorker, New York.

Jan. 9-11: National Appliance & Radio-Tv Dealers Assn. annual convention, Conrad Hilton Hotel, Chicago.

Jan. 10: Deadline, entries, George F. Peabody Awards, U. of Georgia, Athens.

Jan. 10: RAB Clinic, Miami, Fla.

Jan. 11: RAB Clinic, Jacksonville, Fla.

Jan. 12: RAB Clinic, Birmingham, Ala.

Jan. 13: RAB Clinic, Atlanta, Ga.

Jan. 14: RAB Clinic, Augusta, Ga.

Jan. 15: Deadline, BMI Student Composer's Radio Awards, New York.

Jan. 15: Deadline, Col. Keith Rogers Memorial Award, Ottawa, Canada.

Jan. 19: First meeting, Broadcast Advertising Council of Chicago.

Jan. 20-21: Symposium on printed circuits by Engineering Dept. of RETMA, U. of Pennsylvania, Philadelphia.

Jan. 22-23: Third Annual Retail Advertising Conference, Sheraton Hotel, Chicago.

Jan. 24: RAB Clinic, Chattanooga, Tenn.

Jan. 25: RAB Clinic, Nashville, Tenn.

Jan. 25: NARTB Radio, Tv Boards meet; General Convention Committee meeting, Hollywood Beach, Fla.

Jan. 26: RAB Clinic, Columbia, S. C.

Jan. 26-28: Georgia Radio-Tv Institute, Henry W. Grady School of Journalism, U. of Georgia, Athens.

Jan. 27: RAB Clinic, Charlotte, N. C.

Jan. 27-29: South Carolina Radio & Tv Broadcasters Assn., Clemson House, Clemson, S. C.

Jan. 28: RAB Clinic, Raleigh, N. C.

Jan. 31-Feb. 4: American Institute of Electrical Engineers mid-winter general meeting, Hotels Statler and Governor Clinton, New York.

FEBRUARY

Feb. 1: Deadline, CARTB Gillin Community Service Memorial Award, Ottawa, Canada.

Feb. 7: RAB Clinic, Phoenix, Ariz.

Feb. 8: RAB Clinic, Los Angeles.

Feb. 9: RAB Clinic, Fresno, Calif.

Feb. 10: RAB Clinic, San Francisco.

Feb. 10: Deadline, American Women in Radio and Television Scholarship Award, New York.

Feb. 10-12: Southwestern region, Institute of Radio Engineers, Dallas.

Feb. 11: RAB Clinic, Sacramento, Calif.

Feb. 13: Fourth Annual Screen Directors Guild Awards Dinner, Biltmore Hotel, Los Angeles.

Feb. 13-19: National Advertising Week.

Feb. 14: Deadline, Entries for National Board of Fire Underwriters Gold Medal Award for public service work in fire prevention and fire safety, New York.

Feb. 21: RAB Clinic, Washington, D. C.

Feb. 23: RAB Clinic, Richmond, Va.

Feb. 24: RAB Clinic, Roanoke, Va.

Feb. 25: RAB Clinic, Baltimore, Md.

O R S N

Advance Schedule
Of Network Color Shows

CBS-TV

Jan. 5 (10-11 p.m.): *Best of Broadway,* "Arsenic and Old Lace," Westinghouse Electric Co. through McCann-Erickson.

Jan. 8 (9:30-10 p.m.): *My Favorite Husband,* Simmons Co. through Young & Rubicam.

Jan. 12 (7:30-7:45 p.m.): *Doug Edwards & the News,* Appliance & Electronics Div. of Avco Mfg. Corp. through Earl E. Ludgin & Co.

Jan. 15 (12-1 p.m.): *Big Top,* National Dairy Products Corp. through N. W. Ayer & Son.

Jan. 20 (8:30-9:30 p.m.): *Shower of Stars,* Chrysler Corp. through McCann-Erickson.

NBC-TV

Jan. 5 (7-7:30 p.m.): *Norby,* Eastman Kodak Co. through J. Walter Thompson Co.

Jan. 10 (8-9:30 p.m.): *Producer's Showcase,* "Yellow Jack," Ford Motor Co. and RCA through Kenyon & Eckhardt.

Jan. 12 (7-7:30 p.m.): *Norby,* Eastman Kodak Co. through J. Walter Thompson Co.

Jan. 15 (9-10:30 p.m.): *Max Liebman Presents,* "Naughty Marietta," Oldsmobile Div., General Motors Corp. through D. P. Brother & Co.

Jan. 19 (7-7:30 p.m.): *Norby,* Eastman Kodak Co. through J. Walter Thompson Co.

Jan. 26 (7-7:30 p.m.): *Norby,* Eastman Kodak Co. through J. Walter Thompson Co.

Jan. 30 (7:30-9 p.m.): *Max Liebman Presents,* Sunbeam Corp. through Perrin-Paus Co., Hazel Bishop Inc. through Raymond Spector Co.

[Note: This schedule will be corrected to press time of each issue of B•T.]

Just off the press!

TELECASTING MAP

TV STATIONS THROUGHOUT UNITED STATES AND CANADA

(correct to October 1, 1954)

* * *

Locates television stations by city, county and state. Network routes over-printed, indicating existing and planned coaxial cable, as well as that portion equipped for color.

Designed for sales planning, this 28" x 42" outline map may be used for presentations, visualizing markets, charting sales territories. Printed black and blue on 70 lb. durable white stock.

Single copies, suitable for framing, $1.00

Quantity prices:

5 copies	$ 4.50
10 copies	8.50
25 copies	20.00
50 copies	37.50
100 copies	70.00

* * *

Order now!

BROADCASTING TELECASTING

1735 DeSales St., N. W.,
Washington 6, D. C.

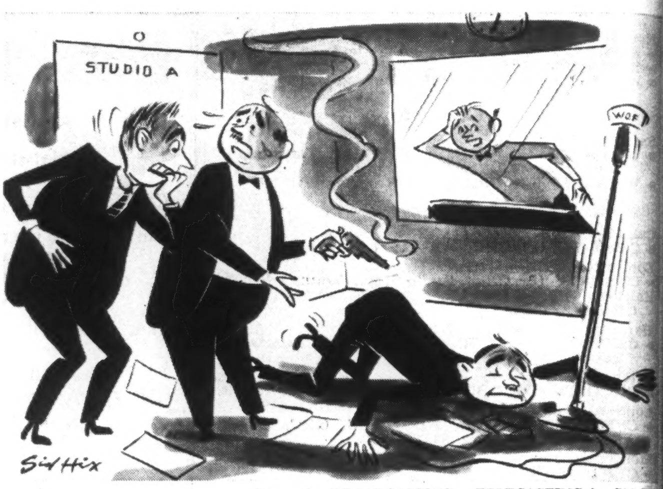
Old School Ties

THE most enlightened kind of self-interest is manifest in CBS Inc.'s decision to contribute funds to colleges and universities from which executives of the company have graduated. Such grants are bound to serve CBS well in its perpetual objective of obtaining and keeping key personnel and they are certain to be welcomed by private schools which more often than not find the going tough in today's economy.

News of the grants will circulate among the private colleges and universities of the country, including those which did not receive the first contributions which were announced a week ago [B•T, Dec. 27]. The impression will be spread that CBS is a good place to work and hence the company may expect to receive applications from many bright, young graduates.

Needless to say, those executives in whose names the grants have been made will feel an understandable sense of pride as well as gratitude toward their company.

It is a commendable arrangement in all details and one which other companies in broadcasting and telecasting might well consider adapting for their own purposes.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"He coughed during his cigarette commercial!"

Sweet & Sour

THE FIRST lesson one learns in broadcasting is the lock and key relationship. There must be the transmitter and the receiver. One is worthless without the other. Broadcasting is the art. Manufacturing is the industry which produces the sets the public buys to receive programs.

Broadcasting is regulated. Manufacturing is not. Therein lies a vexing condition in television and one that blighted radio before there was visual broadcasting.

The FCC sets the technical standards for broadcasting. Without regulation there would be chaos in the ether lanes. Broadcasters must meet predetermined standards of operation. Transmitting equipment must be approved as to type by the FCC. Stations must use safeguards against spurious emissions. They cannot deviate from assigned band-widths. They may not use less than authorized power (or more than specified in their licenses) without specific permission. Standards are rigidly invoked.

The manufacturer isn't inhibited by any Federal laws, other than those which apply to proper representation of products. There are no standards. The manufacturer produces goods that bring him maximum return in a competitive market, except for the custom-line producer who caters to the fastidious and the elite.

In radio, as more stations took the air and "dx" or distant reception went out of vogue, most manufacturers began down-grading their products. Prices went down, too. But simultaneously, broadcast stations were transmitting better and better quality signals. Powers were increased horizontally and the FCC cut down frequency deviations in keeping with advances in the art. But the public didn't benefit. Manufacturers cut quality as transmission improved. Fewer tubes, smaller speakers and less meticulous production cut prices, but increased earnings. Broadcasters complained they were sending it "sweet" but it was coming in "sour."

Broadcasters detect this same deplorable pattern in tv. As stations go to higher powers and improve their signals, many manufacturers are cutting quality. They are dropping out tubes and circuitry where they can. A single short-cut means literally hundreds of thousands in savings for a manufacturer.

Thus, telecasters contend they are not deriving the benefits of their new investments and their improved transmissions. The uhf broadcasters have been particularly vehement—and for good reason.

But the big problem lies directly ahead in color tv. The public was told that with "compatible" color, the black-and-white picture would be of as good, if not better quality than ordinary b-and-w transmission. That is not the case with the down-graded b-and-w sets now being sold at supposedly bargain prices. The picture gets progressively worse with distance from the originating point. Some stations have been forced to cut off network color because of complaints of inferior b-and-w reception. Some of this blame, we are told, resides in the relay facilities in remote areas.

We do not advocate Government supervision or licensing of manufacturers. There should be no interference with free, competitive enterprise.

Manufacturers, however, should take pause. There were suggestions seriously considered by the Senate subcommittee on communications (during the uhf hearings last spring) that manufacturers be "licensed." It is no secret that there are FCC officials who are searching for legal means of requiring minimum standards for manufacturers, to assure the public of the service to which it is entitled under allocations evolved to provide such services.

Manufacturers have a responsibility to the public and to broadcasters, too, even without regulation. Their business is dependent upon that which is broadcast. Before the public steps in, probably through Congress, it behooves the Radio-Electronics-Television Mfrs. Assn. to move voluntarily toward acceptable standards for all types of receivers. For the recalcitrants and the non-members, the good offices of the Federal Trade Commission for a trade practice conference could well be invoked.

Markets on the March

LAST WEEK B•T published the first in a series of market studies designed to show the buying power of individual areas. This first area study, dealing with Georgia, had been preceded by an earlier resume of the "New South" [B•T, Nov. 15].

The state of Georgia is a center of industry and agriculture offering to the advertiser and the purveyor of goods and services an important source of business.

As the economic structure of the nation changes, new industries and expanding agriculture are appearing everywhere. Important money is appearing in places where little could be found a few years ago. The true story of the way people live as they earn their livelihood and spend their money is best learned both by exploring the main economic arteries and tracking down smaller business streams to their source.

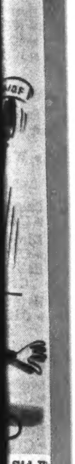
These studies are presented in the hope that those who buy and sell may become more familiar with areas of America that lie beyond the confluence of the Hudson and East Rivers or out of sight of Michigan Ave.

In Front at Last

NOT that more evidence of television growth is needed, but it is worth iterating that 1954 was the year that two tv networks passed *Life* magazine in the race to be the biggest advertising medium [B•T, Dec. 27].

Gross billings in January-October of 1954 (the latest figures available) were $117 million for CBS-TV, $100.5 million for NBC-TV and $91.5 million for *Life*. In 1953, *Life* was the biggest medium with $109.7 million gross billings.

Considering the "product" of these three enterprises, it is no wonder that it took the networks so long to overtake the magazine. *Life* comes out once a week, has much smaller circulation than a tv network, can be read thoroughly in a few hours. Either CBS-TV or NBC-TV is on the air many hours a day, seven days a week, claiming the absorbed attention of millions of viewers. On performance alone a television network deserves more business from advertisers than any one magazine.



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AMARILLO
FORT WORTH and DALLAS
SAN ANTONIO
KING RANCH
HARLINGEN
WESLACO

It's a "FIFTH" that's "FRESH"

5th

TEXAS
5th MARKET

IF YOU'RE THE ANALYTICAL TYPE

Radio Families 75,730
TV Homes 44,026
Retail Sales $284,000,000.00
E.B.I. $350,000,000.00
Population . . . . [illegible]37,000

KRGV-TV *Channel* **5** NBC
THE VALLEY'S MOST POWERFUL TV STATION
KRGV *1290 on your dial* NBC 5,000 Watts TQN
THE VALLEY'S PIONEER STATION

KRGV AM-TV
NBC AM-TV
channel 5
Rep. by Paul H. Raymer Co.

Complete Coverage of the Lower Rio Grande Valley

The Voice of the Valley